

The Magazine for Executives

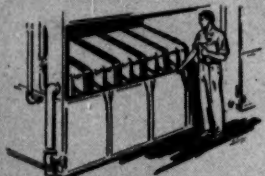
APRIL 18, 1953



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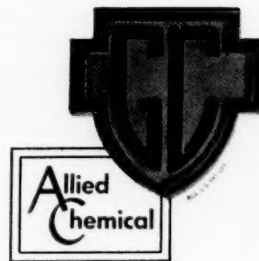
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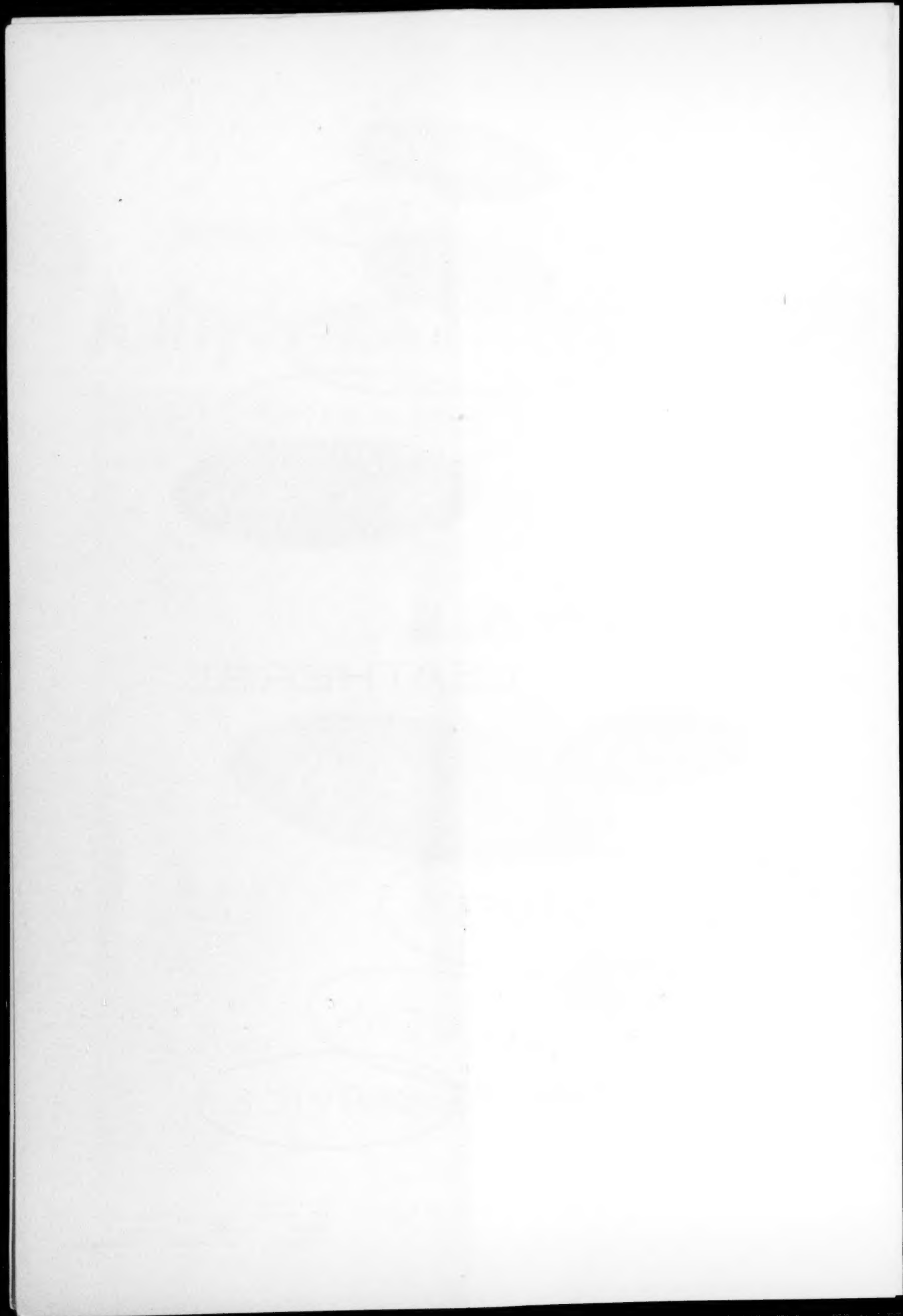
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## Coming Events

April 19-22, 1953—15th Annual Convention, Luggage and Leather Goods Manufacturers of America, Inc. First Supply Exhibit. The Shoreham Hotel, Washington, D. C.

April 19-22, 1953—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association in leasing St. Louis hotels.

April 26-28, 1953—Fifth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands-Plaza Hotel, Cincinnati, O.

May 1-2, 1953 — 1953 Convention of North American Superintendents' and Foremen's Association. Hotel Commodore, New York City.

May 3-7, 1953—Popular Price Shoe Show of America showing of footwear for Fall and Winter 1953. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 10-13, 1953—Parker House Shoe Show. Sponsored by Boston Shoe Travelers Association and Parker House Shoe Committee. Parker House, Boston.

May 25, 1953—Joint Meeting, Metropolitan New York Region of National Hide Association and National Association of Importers and Exporters of Hides and Skins. Hotel New Yorker.

June 7-10, 1953—Annual Convention of American Leather Chemists' Association. Netherlands-Plaza Hotel, Cincinnati, O.

June 13-15, 1953—Shoe Service Industry Trade Exposition. Sponsored by Shoe Service Institute of America, in conjunction with its 48th Annual Convention. Hotel Sherman, Chicago.

June 15-16, 1953—Annual Spring Meeting of National Hide Association. Shamrock Hotel, Houston, Texas.

Aug. 2-6, 1953—National Luggage and Leather Goods Show. Sponsored by Luggage and Leather Goods Manufacturers of America, Inc. Hotel New Yorker, New York City.

August 17-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Sept. 6-11, 1953—Annual Meeting, International Union of Leather Chemists Societies. Barcelona, Spain.

October 11-14, 1953 — Canadian Shoe & Leather Convention and Shoe Fair. Sponsored by shoe manufacturers, shoe suppliers and tanners. Mount Royal Hotel, Montreal.

Oct. 21, 1953—Annual Fall Meeting, National Hide Association. Edgewater Beach Hotel, Chicago, Ill.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

April 18, 1953

# LEATHER AND SHOES

The Magazine for Executives

Vol. 125 April 18, 1953 No. 16

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LEATHER and SHOES

## Letters to L & S

### Speakers' Bureau Listing

Sirs:

I was interested in your March 28 editorial, "Let the Voice Be Heard." It is a very good suggestion.

Several years ago and on several occasions since then I have given a talk before service clubs called "The Romance of Leather" in which I have gone into the history, development and uses of leather through the centuries. I have illustrated this talk with a selection of 10 or 12 different kinds of skins which we use in our fancy leather production and also a number of products.

These talks have always found a ready and interested audience. Several service clubs in other cities have heard of the talks and asked me to speak before them.

It seems to me your suggestion that Leather Industries of America prepare such talks for people of the leather industry to deliver is a very good one. Almost any leather or leather goods manufacturer can go into his stockroom and pull out skins that will interest the layman. One factor that could spread these "voices" quickly would be to find some way of getting your "Speakers' Bureau" listed with service clubs and other interested organizations.

H. A. Bauman

Enger-Kress  
West Bend, Wis.

### Idea To Crystallize

Sirs:

You have an excellent suggestion in your thought of a Speaker's Bureau dedicated to leather. You will be interested to know that Leather Industries of America began organizing such a corps of speakers and already has a considerable nucleus of tanner and allied trade representatives in different cities who can step up to a microphone, television camera or an audience in the flesh with authority and aplomb. It takes time, of course, to train a good-sized group but I am hopeful that before too long Leather Industries of America will have capable representatives everywhere doing a grassroots job of selling the idea of leather.

Irving R. Glass

Executive vice-president

Tanners' Council of America  
New York

**for RUGGEDNESS that**

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Leathers tanned with OROTAN TV have the toughness of champions. OROTAN TV tans rapidly and uniformly. A complete tan in itself, it is thoroughly compatible with vegetable tans—may be used in blends to reduce sludging.

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*The leather industry is concentrating upon bringing its story home to the shoe manufacturer and consumer. Sorely neglected is the middleman who sells these shoes. Here is the case for*

## GLAD-HANDING THE RETAILER

**T**he Tanners' Convention last week at the swank Boca Raton Club in Florida was notable in several respects. First, it was the farthest south the meeting has yet been held. Secondly, it was the most optimistic get-together of tanners seen in years. Finally, it was one of the first tanners' conventions at which the shoe retailer came in for his real share of the spotlight.

It seemed a little strange to have Sam Sullivan, enterprising owner of the Sullivan Shoe Departments in Laredo, Tex., and by now, one of the nation's better-known shoe retailers, telling the nation's leading tanners the retailer's viewpoint of leather. Few tanners have concerned themselves over this viewpoint in years past, concentrating instead on stimulating the shoe manufacturer's and the consumer's acceptance of leather. Yet here was a representative shoe retailer telling them how he felt about the matter.

### A Revealing Tale

And a revealing tale it was. Sullivan, as is his wont, pulled no punches, walked in with the zip and confidence of someone who knows exactly what he's talking about. First, he told the tanners that a good part of the \$25 million the shoe and allied industries are spending annually on advertising is "missing the bull's-eye." If the industry were doing a bang-up job of serving the public, he pointed out, it wouldn't have a consumption problem.

Sullivan went on to suggest various means of solving this problem. One suggestion was a discussion panel, consisting of tanners, shoe manufacturers and retailers, unions, chains, and members of the trade, fashion and consumer press, to be held in New York's Town Hall or Carnegie Hall during the next Leather Show. Another was to remove the cloak of

"secrecy" that so often surrounds the shoe industry by inviting every press representative conceivable and the public itself to attend this panel.

Even if the ideas were not new, the mere fact that a shoe retailer conceived and offered them is most significant. It offers proof conclusive that the leather industry must be neglecting a good part of the promotion it needs if a shoe retailer, ostensibly at the other end of the line, can feel this need.

Sullivan's observations went even deeper. He described himself as an average retailer. Yet he admitted a pitiful "ignorance" about leather. "I don't want to be ignorant about leather, nor do my buyers and salesmen," he said. "Nor do any shoe men that I know. Yet the average traveling man, store owner—in fact, almost any member of the shoe distributing team—knows next to nothing about leather."

### Startling Admission

A rather startling admission from one who buys and sells thousands of pairs of shoes each year!

And Sullivan says he is interested in leather. Yet, despite attending every kind of leather and shoe gathering available over the year, he is able to find out very little about it. You'd think one would be exposed to some leather propaganda at one or more shows, he says. A few swatches, a few color listings were all he was able to gather.

His plaint bears out a chronic condition all too common among shoe retailers. Few know the first elementary thing about leather. How many times have you heard a shoe salesman ask a lady customer if she wanted suede or leather shoes? If the customer should ask him whether a shoe contained calf or kid suede, he'd be entirely at a loss. And as for pro-

moting leather, this salesman might as well be selling wooden shoes.

Again Sullivan shows his awareness of the problem by suggesting a series of traveling displays, aimed at showing the public various leather samples and how they're made, complete from raw skin to finished product. He goes a step further by suggesting that retailers over the country would be only too glad to pay shipping charges as the display hopped from town to town.

### Personal Touch

Finally, Sullivan has a third point—one he apparently feels is fully as important as the previous two. The leather industry, through Leather Industries of America, is doing a good job with its paid advertising, he admits. Leather ads in magazines and newspapers are outstanding. But paid advertising is not the complete answer. It must be augmented by personal contact.

And there this leading retailer may have hit upon the heart of the matter. He advises tanners to stop waiting for "The Press" to come to them, seeking news and information. Rather, he says, it is up to each and every tanner to seek out the newspapermen in his city or community, let them know there are some fairly interesting things that occur from time to time in the making of leather.

The story has always been there, according to Sullivan, but it has needed that one little touch to bring it into the open—the touch called "personal contact." If tanners would take the trouble to do a little more "glad-handing" with the press, the public and the shoe retailer—hitherto neglected avenues—it would be much easier to get their story heard.

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REDUCE COSTS—INCREASE SALES WITH

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**Y**OU get several advantages when you use B. F. Goodrich Vogue heels. These heels reduce manufacturing costs because they . . .

- Reduce nailing faults with selection of nailing patterns.
- Attach faster, assure tight heel seat.
- Finish better with clean edges, no nail holes.

And sales are easier to make because these B. F. Goodrich Vogue heels are advertised on the B. F. Goodrich television show starring George Burns and Gracie Allen. Over the national CBS Television Network, "salesman" Harry Von Zell tells your customers that B. F. Goodrich Vogue heels are lightweight heels that give extra comfort . . . have more rubber where wear is greatest . . . keep shoes new looking longer.

Vogue heels are just another example of the many fine shoe products made by B. F. Goodrich for use in the manufacture and repair of shoes. For catalog or further information, write *The B. F. Goodrich Company, Shoe Products Division, Akron, Ohio.*

# TANNERS SEE GOOD VOLUME HOLDING

*Boca Raton meeting stresses sound outlook, promotion progress*

THE subjects of economic outlook, taxes, leather and shoe business, and leather promotion held the spotlight at the annual meeting of the Tanners' Council, which took place April 9-10 at Boca Raton, Florida. The meeting, held in a setting of fabulous luxury of the Boca Raton Hotel and Club, claimed to be the most beautiful resort in the world, was split with business sessions in the morning and recreational activities completing the remainder of the day.

## Low Tariffs Assailed

Council president Lawrence L. Jones officially opened the meeting by assailing lower tariffs as a blow to the tanning industry. The government's current "Trade, Not Aid" program was actually a drive to lower U. S. tariffs. Said Jones, "I propose that there be an end to the pointing of the finger at our modest and almost insignificant tariffs. We are willing to compete on equal terms with anyone else, but we do not propose to be tied hand and foot in competition with industries which have ignored reciprocity and have labor costs one-quarter or one-third of ours, and which have permitted artificial restrictions of trade."

Dr. H. E. Luedicke, editor of *New York Journal of Commerce*, believes, according to his address, that the current Russian "peace" moves will tend to hasten a showdown between the strong and weak points in our present economic picture. The softening of the economy, due to declining pressure on military spending as a result of Russian peace gestures, is inevitable. Luedicke sees no depression or even a serious recession. But he does look forward to some deflation and a sloughing off of the fat on the current economy.

Sydney A. Gutkin, well-known tax consultant, discussed "the business-

man and his taxes." Chief point driven home by Gutkin was that he foresaw no letup on taxes, either personal or business, so long as the country's economy was operating in an inflationary and prosperous atmosphere, as it has been for past years. The government operates on a policy of get-it-while-they're-flush tax philosophy.

Sam H. Sullivan, prominent shoe retailer of Laredo, Texas, brought a refreshing note into the meeting by informing the tanners that they faced a big job of educating the shoe retailer and his salesmen on the merchandising values of leather. He said that the "ignorance" of the average shoe retailer regarding leather was wholly the fault of the tanners, who had failed to drive home the story of leather and its relation to shoes and shoe business.

## Solid Position

Irving R. Glass, Council vice-president, told the meeting that the tanners were in a solid position that could not be seriously shaken by any change in the international situation that would affect industry as a whole. The tanning industry, said Glass, "has been purged of excesses in terms of volume, and of raw material prices. Tanners are in an exceptionally sound merchandising position, and to a far greater extent than is the case in other industries, and are insulated against the imponderables and potential fluctuations of the general business outlook."

Clayton Van Pelt, president of Leather Industries of America, gave a detailed report of the progress made by that organization over the past year. One point that the program has stressed, said Van Pelt, was that "LIA has opened up tremendous possibilities in influencing and making markets for leather. LIA has had

such a great effect on the manufacturers and retailers of the United States that leading stores throughout the country now accept the idea that leather is the best means of promoting business for themselves."

## LIA Accomplishments

Walter Kraus, director of LIA, gave an interesting array of details regarding the LIA program to date and what is being accomplished in concrete terms. Tangible results to date have been far in excess of what might have been expected for the expenditures made on the program. Kraus stated that the program had made a "positive impact on every source dealing with leather at the manufacturing and retail levels, and with the U. S. public as a whole."

Julian B. Hatton, Jr., acting chairman of the Council's Laboratory Committee, spoke on Tannery Research. Emphasizing the need for larger and more selective expenditures for tannery research, Hatton stated that the merchandising of leather must be supported with a program of equal intensity and scope to improve the product being merchandised. He outlined a four-point program showing how such a program might be founded to step up the industry's research efforts.

A selected panel of Council staff members (Drew, Kronen, Oseland and Glass) plus Julius Schnitzer and Lawrence Jones, held an open discussion on current industry matters based on questions presented by Council members.

A question dealing with the significance of current beef shortages in Argentina was answered by Julius Schnitzer, who declared that over the past five years there had been a decline of 5-10 million head in the

*(Concluded on Page 67)*

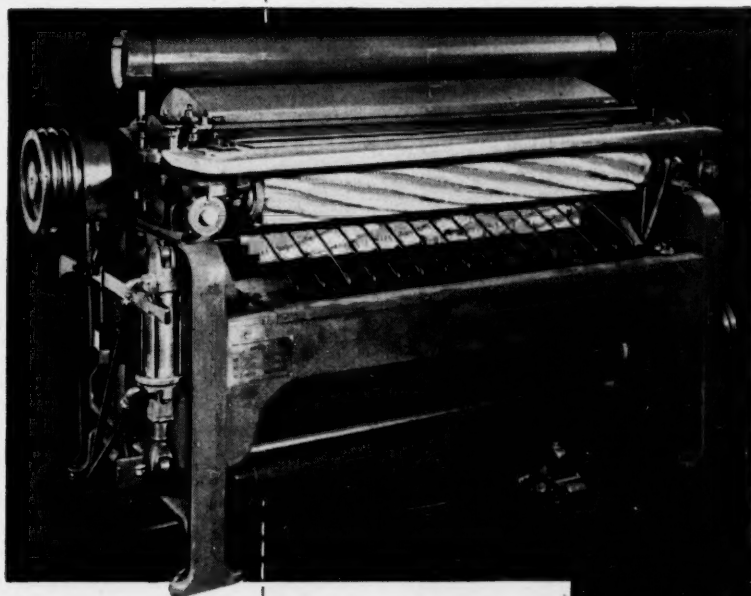




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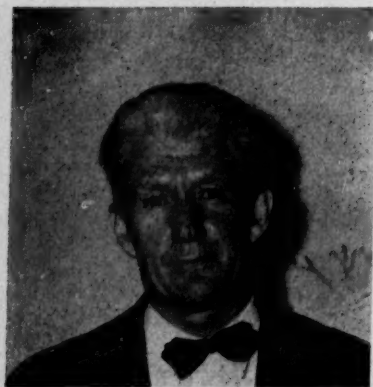
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Lawrence L. Jones

President

Tanners' Council of America

## PRESIDENT'S REPORT

### *Council criticizes government's Trade-Not-Aid-Policy*

**T**HE frame of mind that has resulted from my observations is one of sober optimism. How, in the midst of so many harrowing problems that beset the tanning industry, does one justify the feeling of optimism? It is a question that may be fairly asked. I shall try to convey to you the basis for my feeling.

How does one derive a feeling of optimism from an international situation with its red-hot cold war, only slightly chilled by this past week's proceedings; a domestic situation so distorted and so vulnerable that no one envies our political leaders their herculean tasks? Even the usual ranting of the outs against the ins has subsided to an almost humble whisper. Within the tanning industry, we have our own particular set of thorny problems, some of our divisions have problems as difficult as we have seen in many moons. A feeling of optimism can scarcely be accounted for on the basis that we have no serious problems to deal with. In fact, before proceeding further, it may be well to take a good hard look at a few of these troublesome problems. Several of them concern matters on which a clear and vigorous expression of opinion in the industry is absolutely necessary.

For example, on the international scene I believe that an issue has been put on the table lately that deserves accurate thinking and plain speaking. I refer to the slogan of "Trade, Not Aid," and the extraordinary objectives and interpretations which have prompted that slogan to be circulated by international diplomacy and politics.

Talk delivered before Tanners' Spring Convention, Boca Raton, Fla., April 9.

We are now told that the course of our foreign economic policy in recent years must be changed and that economic progress and stability abroad depend upon trade rather than the extension of direct financial assistance by the United States. Who could possibly object to such a sound proposition. Like Mr. Coolidge's preacher, we are all against sin. Unfortunately, the trouble with noble generalities is they are like wood piles and, in this case, the noble sentiment of "Trade, Not Aid" conceals a dozen Ethiopians.

#### **Tariffs the Villain?**

One would think from all the talk about conditions abroad and the need for more trade to supplant the tremendous flow of cash from this country that U. S. tariffs are the villain of the piece. Why is it that every sonorous public statement either abroad or at home singles out the U. S. tariff as the great barrier to economic progress, stability and the millennium? The facts are so completely inconsistent with that thesis as to make one wonder why the full story is not presented.

The U. S. tariff is a low tariff, a modest protective structure. It is a far cry from the duties of twenty-odd years ago because continuous and progressive reductions have been made through the reciprocal trade agreements which this country initiated back in the 30's. The tariff structure of the United States is actually lower than the protective duties of any other countries of any importance in international trade. By and large, the United States has actually honored the objectives of reciprocal trade agreements, and reduced

its tariffs until in many cases they are practically nominal.

We believe it is high time that attention is given to more genuine and crucial issues of international trade than the empty and meaningless bugaboo of U. S. tariffs. Time and again the Tanners' Council has presented testimony before Congress and the executive branch of the Government in which we have urged that attention be given not alone to our tariffs but to the elimination of the artificial and restrictive barriers to trade, the barriers imposed and maintained abroad. We have called attention to all of the artifices of export and import embargoes, quota systems, bilateral arrangements, subsidies, barter deals, currency shenanigans, to say nothing of internal cartels and monopolies which foster selfish and destructive government controls. We have pleaded for equitable access to world raw material markets as a keystone to genuine trade agreements. We have asked that the spirit of true trade reciprocity should not be vitiated, destroyed and mocked by artificial trade restrictions.

How easy it is for an industrialist concerned with automobiles, or similar durable goods, to espouse the elimination of whatever scrap of protective tariff remains to this country. Consumers' goods industries such as ours, our capital and our employees, are offered up for sacrifice at no cost to Detroit. Will our employees be able to buy cars if their livelihood and purchasing power are destroyed by the kind of dumping and the exploitation of low labor costs abroad which we have already witnessed? And when that happens, as it surely

*(Continued on Page 70)*

*Colors that sell on sight —  
for every type of tannage!*



Important "selling point" in the Leather Industries promotional campaign to expand your markets is the mellow beauty of genuine leather. For many years we have been helping tanners to achieve sales-stimulating color effects on every type of tannage — with the most economical dyes and application methods.

National Technical Service Laboratories, attached to our principal offices, are staffed with technicians skilled both in dye formulation and tannery practice. Their practical assistance is an integral part of our efforts to help you maintain the pre-eminence of genuine leather in its proper spheres of use.

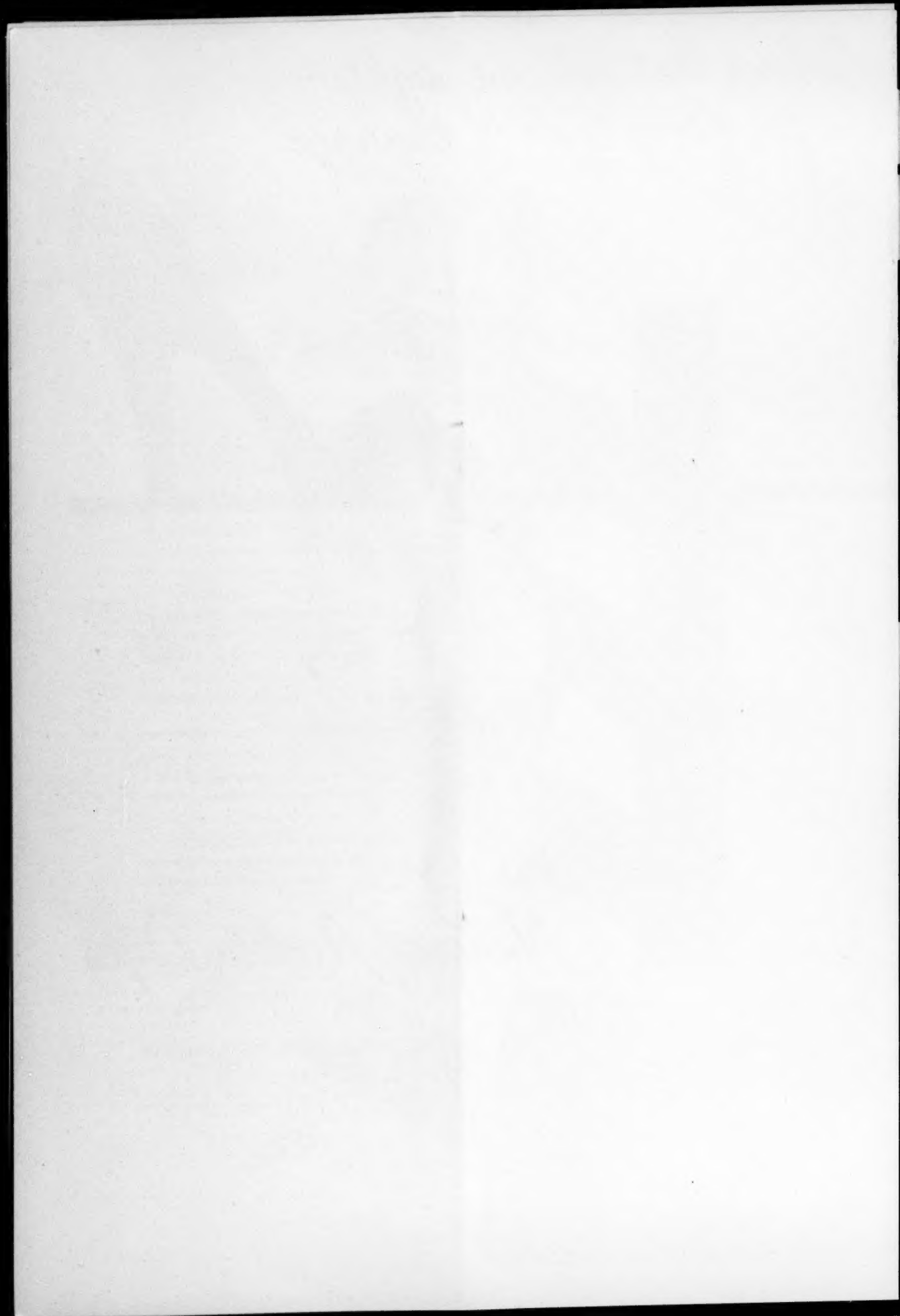
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*Top row, left to right: Mr. and Mrs. Sturgis Stout; Ed Drew, Mr. and Mrs. Leif Kronen; Mr. and Mrs. George Martin. Second row: Mr. and Mrs. Irving Manasse, John Lindquist, Joe Kaltenbacher; Lewis B. Jackson, Mrs. Cecil B. Powell, Mrs. Jackson and Cecil B. Powell. Third row: Mrs. William Katzenberg, William Katzenberg, Mr. and Mrs. Sydney Gutkin; Irving Glass, Mrs. George Mealley, Albert M. Pierce and George Mealley. Below, on right: Mr. and Mrs. Bona Allen III, Mr. and Mrs. John W. Feeney. Bottom row, left, standing: Bill Rossi, Al Schiller, Ed Sawtelle, George Purnell, Fred Hilterhaus; seated, Mrs. Sawtelle, Mrs. Purnell, Mrs. Schiller, Mrs. Hilterhaus and Mrs. Rossi. Below, on right: Charles Wesley, Mrs. Iard Wilson, Irving Glass and David K. Poole.*



Clayton F. Van Pelt

President

Leather Industries of America

## Report On

# LEATHER INDUSTRIES OF AMERICA

*A year of progress has brought some extraordinary results*

**E**XACTLY one year ago, Leather Industries of America was taken out of the idea stage and put into operation. A great many of us were skeptical; we endorsed the program outlined to us with reservations because the field of publicity, promotion and advertising is notoriously full of intangibles such as hot air.

Last fall when I was drafted to be President of Leather Industries of America in its first year, I felt that my first obligation was to report back to you on a plain question. Is our effort successful? Does the program measure up to hard-boiled expectations? Are we getting the kind of return for our expenditures which we would expect in our own business?

I feel justified today in giving you a plain-spoken, blunt report. You may not have seen all of the evidence available to me, but you, too, have seen a good deal of it. I must report to you that, by every conceivable standard that can be applied, Leather Industries of America is an unqualified success. I make that statement without any ifs, ands, and buts, and fully conscious of my responsibility to you.

I believe that I can justifiably go further and say this: What the tanning industry and its friends in allied trades have done during the past year has been off the beaten track of industry effort. While other groups have ventured into quite extensive joint programs of publicity or advertising, no one else has taken the position and used the methods followed by Leather Industries of America.

Talk delivered before Tanners' Spring Convention, Boca Raton, Fla., April 10.

We have pioneered, and our pioneering has paid off.

It took courage to set up a plan and chart a course such as followed by Leather Industries of America, to use methods and techniques which had not been widely used before. It certainly was not easy to forego the obvious and the well-exploited channels of conveying ideas to the public and to the trade. I believe that we owe a great deal of appreciation to the men who framed and sparked new ideas to meet our problems, to the Executive Committee and the Board of Directors of Leather Industries of America which accepted those ideas and authorized their execution. Not only has the industry saved very large sums of money thereby, but what is even more important, we have gotten results.

### Results Have Accumulated

Last October at the Annual Meeting you saw a slide film of how this organization worked and what the results were. No slide film that could be presented today would do justice to the results that have accumulated since then in the time that is available this morning. I am not talking about the hundreds of articles that appear in newspapers and magazines day after day and week after week. I am not talking about television shows and newsreels and radio programs.

Nor am I primarily concerned with the huge quantities of leaflets and booklets distributed to schools or the millions of tags that have been used in shoe repair shops, or the new motion picture film you will enjoy seeing soon. What I have in mind as the tangible, measurable results on

which we ought to base our appraisal is the attitude of our customers and retailers. When leading stores, for example, accept the idea that leather is the best means of promoting profitable business for themselves, then I say we have been successful in selling a profoundly valuable idea.

We cannot afford to delude ourselves for one minute. With the kind of resources Leather Industries of America has available for its budget, our success is determined basically by the extent to which we invoke the self-interest of manufacturers and retailers and get them to recognize that leather is the key to their own salvation. That was the idea Leather Industries of America undertook to sell, to merchandise on a nation-wide scale. I am glad that I can report to you that we now have more leading stores anxious to cooperate with us than we have the staff and resources to work with. That, if you please, is a criterion of successful operation I can understand.

The critical point in the life of a great cooperative venture launched by an entire industry is not at the outset, when the first flush of enthusiasm helps generate steam. No, the critical point comes after the job has begun, after immediate or urgent necessity has been quieted. The real problems come when fortitude is needed as well as enthusiasm, when persistence, steady resolve and long-range vision are wanted.

We have got to look ahead. Leather Industries of America is now going into its second year, and its support is even wider than a year ago.

*(Concluded on Page 72)*



# Mead Chestnut Extract



## 1. Is the supply of Mead Chestnut Extract adequate?

Decidedly yes. Recent surveys show that there is enough chestnut wood in our forests to serve the leather industry for many years to come. Huge chestnut stockpiles, such as the one shown above, are converted under chemical control at five extract plants, insuring a steady supply of Mead Chestnut Extract.



## 2. Why is Mead Chestnut Extract preferred over other tanning agents?

Mead Chestnut Extract is a superior tanning material, made by America's largest producer of vegetable tanning extracts. Repeated experience has shown:

**A.** Chestnut tanned leathers do not oxidize, darken on exposure to light, or develop an uneven color on aging, as do leathers tanned with many other materials, vegetable or synthetic.

**B.** Since the tanning system demands acid, the use of chestnut, with its plumping acidity, saves you money.

**C.** Mead Chestnut Extract eliminates up to 28% of leachhouse losses.

## THE MEAD CORPORATION

Tannin Extract Division, Lynchburg, Virginia

This is only a portion of the many stockpiles of chestnut logs that insure a continuous supply of Chestnut Extract.

**D.** There are no hidden costs. When you use Mead Chestnut Extract, no time- and money-consuming preparation is required.

Ask about Mead Cold Soluble Chestnut Extract for retanned leathers. And—for more pounds of plumper leather—standardize on Mead Chestnut Extract.

## IT'S A FACT!

Mead Chestnut Extract will produce more pounds of plump leather per unit of tannin than any other tanning material.

Vegetable Tannin	Tan Yard Yield (white weight basis)
Chestnut Wood Extract	67%
Tanning Material A	61%
Tanning Material B	63%

Calculate your tanning material costs on a leather basis as well as on a tan unit basis. Mead Chestnut Extract, producing four to six pounds more leather, means positive savings.





## "Some of the Sacred Cows Prove Less Holy than Realized"

By Sam H. Sullivan

Talk delivered before Tanners' Convention,  
Boca Raton, Fla., April 9

Sullivan Shoe Departments  
Laredo, Texas

# LEATHER AND A SHOE RETAILER'S VIEWPOINT

SEVERAL Saturday afternoons ago, right in the middle of the Metropolitan Opera broadcast, the singing stopped, the orchestra trailed off into silence, and the general impression was that tragedy had struck. The announcer stepped into the void and strove to find out what was happening. Had the conductor suffered a stroke? Was the soprano ill? What was the trouble?

Then another voice was heard, sadly stating that the curtain of the Met had been rung down for the last time. They were broke. Another American tradition was no more, because subscriptions to the Opera Fund had not been mailed in by enough listeners.

Of course, like the famous Orson Welles broadcast of a few years ago, this was terribly realistic, but fortunately not true. It was intended to emphasize the fact that unless some of us snapped out of it with our contributions, it *could* happen. As far as I was concerned, it was 100 percent effective; it scared me so badly that I could hardly wait to get a check in the mail. We simply can't spare institutions like the Metropolitan.

We can't spare anything so honorable and venerable as the Leather Industry, either. Of course we're not broke. Maybe we're not even slipping. But I haven't been hearing a whole lot about increased consumption of our products lately. So perhaps something more than the usual soul-searching each segment of the Industry separately indulges in is called for.

May I suggest a somewhat unorthodox but perfectly sensible way in which we might find out how to im-

(Continued on Page 74)

### Laredo's Writing Shoe Merchant

Sam Sullivan is the best copywriter in Laredo, Texas. He is also the city's leading shoe merchant. Last year he sold some 80,000 pairs of shoes — or close to 40 percent of all the shoes sold in the area; he also wrote about 10,000 words of institutional advertising copy as well as 40,000 words for a twice-weekly column called "The Sullivan Slant" in the *Laredo Times*, which never mentions shoes.

Sam was too busy selling shoes in various Texas, Oklahoma and Missouri stores to graduate from high school. He did manage on the side to study commercial art. In 1937, at twenty-six, he settled down in Laredo, and leased the women's shoe department in Richter's, the city's oldest department store. He wrote and laid out his own copy for display ads (instead of letting Richter's do it) and the result won the admiration of William Prescott Allen, publisher of the *Laredo Times*. Allen convinced Sullivan that increased advertising creates increased volume and he was so sure Sullivan's copy was right that he told Sam the *Times* would take 3 percent of Sullivan's gross as payment and not to worry about the space. The ads, printed in English and Spanish, ran the gross from \$135,343 in 1941 to approximately \$500,000 in 1951.

Sam's advertising copy is casual and homey. A typical ad starts "Let's Talk About Shoes," points out that flat-heeled shoes don't go with everything, and that "what they do to some of the *adult* female figgers is downright scandalous." Two sketches demonstrate this peril. The objective in this instance was to sell "the *right shoes* for the occasion." His institutional ads may take the form of a full-page welcome to the personnel of Laredo's new Air Force base, or they may plug a local charity. This kind of copy never tries to sell shoes, but it nearly always identifies Sam as the operator of the five local shoe outlets he now has.

While the display ads sold merchandise, the institutional ads established Sam as a merchant of considerable consequence. When the *Times* asked him to write his column, "The Sullivan Slant," he became a local celebrity. Those columns are made up of brief paragraphs that record Sam's sentimental interest in people. He can build a whole column around a moral like "You've got to give before you get." It takes him about four hours to write each column and the result reads as easily in Spanish as in English. The *Times* doesn't pay him, simply prints what he writes.

This unusual combination of copywriting, column writing, and quite a lot of shoe selling keeps this author-salesman busy. It's profitable. Sam Sullivan's 1952 gross was about \$535,000 and his net after taxes will top \$35,000.

Fortune Magazine

better  
suede  
because  
of

Leotan A

Leotan A assures permanent body and color in sueded leathers. It is a valuable addition to the tanning of all animal skins, particularly horse, cow and calf skins, particularly when they are to be processed into suede, for it produces body fullness and improved nap with little loss in color value.

LEOTAN A guarantees increase in body and tightness of the flanks without abnormal loss in footage.

For better leather quality and less skin wastage, use LEOTAN A. Send for a sample and further information today.

## ANTARA® CHEMICALS

(Division of General Dyestuff Corporation)  
435 HUDSON STREET • NEW YORK 14, NEW YORK

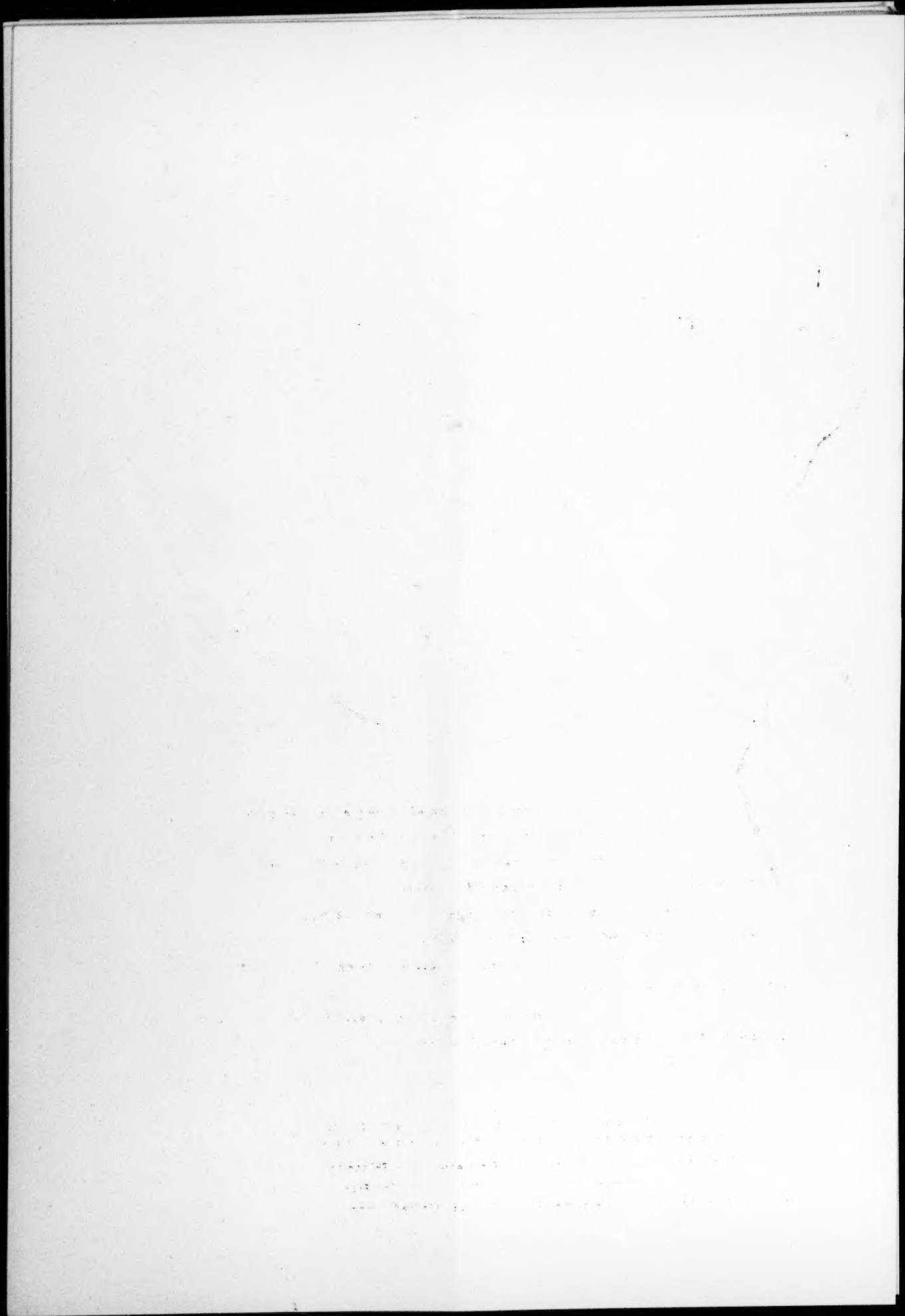
SALES OFFICES: New York • Boston • Providence • Philadelphia  
Charlotte, N. C. • Chicago • Portland, Ore. • San Francisco

IN CANADA: Chemical Developments of Canada Limited, Montreal

gdc

ANTARA

gdf

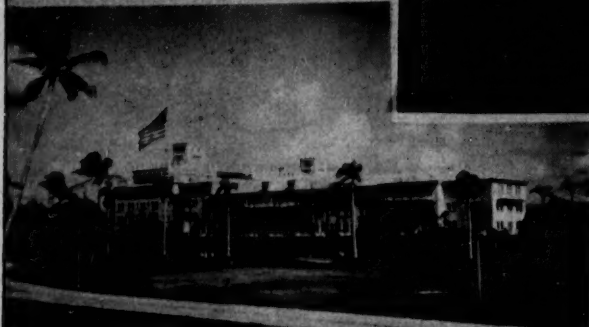
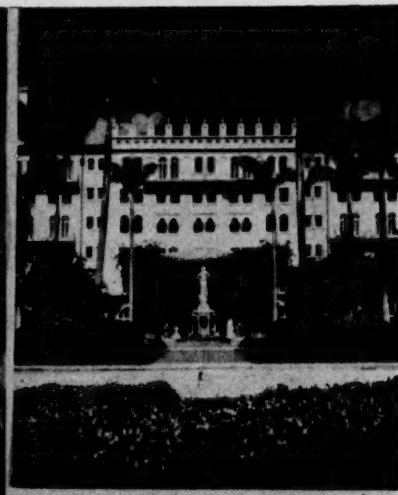






*Top row, left to right: Irving R. Glass, Judge Clayton Van Pelt; A. E. Piekenbrock and Bob Piekenbrock; Sydney Gutkin, Richard Kaltenbacher. Second row: Milton Burr, Julian Hatton, Jr., Ed Fitzgibbons; Karl, Melita and Helmar Theile. Third row: Jimmy O'Kelly, Arthur Sauer, Frank Crystal; Jack Koeniger, Al Schiller, Roy Radcliffe. Bottom row: Sol Loewengart, Lawrence L. Jones; Julius G. Schnitzer and Mrs. Schnitzer.*

## TANNERS TANNED MID TROPICAL TRAPPINGS



*Boca Raton  
Hotel and Club  
Florida*



Six strong arguments for conventions are shown above in random shots of the elegant site of this year's tanners' meeting. Top, left to right: The beautifully landscaped gardens studded with tropical plants and flowers; the inevitable royal Hawaiian palms lining the approaches to the hotel, abetted by technicolored fountains at night; and a full-face view of the hotel guarded by a fountain, "The

Spirit of Boca Raton." Center, a more inclusive shot of the hotel with its surrounding greenery. Bottom, left to right: Fred Perry, ex-champ of the tennis world, presides over the courts shown here; Cabanas, ocean, pool, and of course refreshments, were the ingredients making the Cabana Sun Club a popular mecca for tanners' non-business hours.





**Does Better Work**

**Longer Lived**

**Wire Wound**

This brush ordinarily is tufted right out of the ring. The last few rows of tufts were left out to illustrate the wire and tufted construction.

# *A New!* **METAL-CORE BRUSH** **For Finishing.**

Here's a new metal-core, metal-wound, seasoning brush with one-third more tufts to the inch. This denser brushing surface gives better coverage and prevents streaking.

The new INDUSCO brush, developed by the inventor of the metal core design, is constructed

rigidly—yet is light in weight for easy handling. The metal-core will not warp or sag.

INDUSCO brushes are sealed in at the bottom so liquids can't seep in from the ends and lodge underneath the wire strip.

The bristle is set in solvent-, water-, alkali-, and acid-resistant plastic cement. When worn the bristle is readily renewed.

WRITE FOR ILLUSTRATIVE LITERATURE AND PRICES OF THE FULL LINE OF INDUSCO BRUSHES.

**INDUSTRIAL** *Brush Company*

WOODSIDE AVENUE

LITTLE FALLS, NEW JERSEY

# LET'S NOT NEGLECT RESEARCH

## *Building sales for leather depends upon product improvement*

By Julian Hatton, Jr.

Acting Chairman

Laboratory Committee, Tanners' Council

**T**HE Laboratory Committee was reconstituted last year with one prime purpose: to examine the work that the Laboratory has done since its inception and to propose what might be done in the future. Following accepted business practice, the committee decided to take an opinion survey of its customers—the tanning industry. The results of this survey have produced four conclusions.

The tanning industry, which operates on a microscopic margin, might well ask itself how much does research cost, and how much should it be spending.

The amount which we spend cooperatively at the University of Cincinnati, is too infinitesimal a percentage to be worth mentioning. Yet our industry deals with a material structurally so complex that protein chemistry is recognized today as one of the most fascinating and complicated fields in the realm of chemical study.

### **Frustration**

What, the tanning industry should ask, can a company or industry expect from research? For those who follow research closely, I might summarize the answer in one word—"frustration." The slow production of results through seemingly long periods of time make the often heard phrase "From test tube to tank-car—five years," seem optimistic. Many projects proceed down blind alleys and it takes courage to write them off, admit defeat, and redirect efforts.

Let us look now at the conclusions drawn from the survey on what tanners think about research.

Conclusion one is that there is a lack of any clear pattern or unanimity in tanners' thinking. Some

members define objectives, pin-point facts, coordinate areas of knowledge, and know what kind of improvement is needed where. To many other tanners the question of research is virtually fresh and new. While agreeing that more information about hides, about tanning, and about finishing, would be good, many appear to have little idea as to how such information might be obtained.

### **Second Conclusion**

Conclusion two is that the field of product development might best be left to individual companies, with the fear that such work on a cooperative scale might lead to wiping out competitive differences between companies. This implies that cooperative research should be confined to basic research on the nature of materials and processes, and some applied research to adapt the information gained to workable methods. The results of this research would then be available to individual companies to enable them to make better leather.

Conclusion three. Almost every tanner has ideas on some positive objective toward which research should be directed. Ideas such as improvement in finishes, replacement of oils, paddle vs. drum bating, washability of leather, water-proofing leather, improvement of durability, of beam-house process, eliminating crocking, reducing tanning time—to mention a few. I do not believe, however, that if this industry could get together and talk about the subject it would reach conclusions from which a coherent program of research could be developed, short of days and days of debate on where time and money should be spent.

Conclusion four is that most tanners want to see some kind of basic research continued and expanded.

The desire to expand the general fund of knowledge is, I believe, the focal point from which the laboratory can begin. Does the committee have any kind of mandate from the industry? I believe it does. I think that mandate is to frame a course of action after due consultation with all the divisions of the industry, and prepare a program which will have the greatest amount of interest to all companies.

### **Expenditures Now Small**

As I indicated, the amount being spent currently by the industry in a cooperative way is small; at present cost considerations are secondary, they could, however, mount up. Although measuring the cost of research as a percentage of sales is convenient for discussion and perhaps collection purposes, I believe money should be appropriated on an individual project basis, with a specified sum for each project. Projects should then be reviewed from time to time by the laboratory committee to determine their continuing applicability to the problems of the leather industry. In this way, more efficient control can be applied to research expenditures.

It is therefore the intention of the Laboratory Committee to present to you some time this year, a proposal for expanding our joint venture in research.

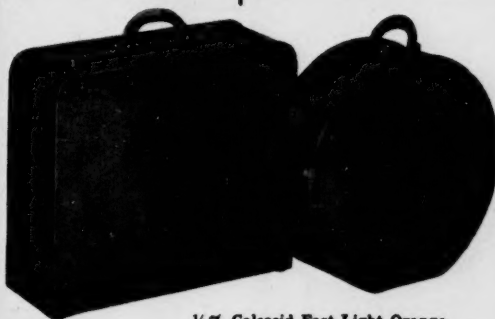
Research is a road along which there is no turning back. You may stop, but your competitors continue. Today you are engaged in the most difficult of competition: that between industry and industry.

Get Complete Penetration  
with CALCOCID\*  
FAST LIGHT ORANGE 2G

Penetration is excellent, and the dyeing results are level and uniform when you use CALCOCID FAST LIGHT ORANGE 2G in formulating tan and brown colors for side leathers, particularly where penetration is essential. In addition to these properties, its golden tan color makes it ideal for the production of natural back side leathers when used in conjunction with vegetable extracts.

Let your Calco representative tell you more about the excellent working properties of CALCOCID FAST LIGHT ORANGE 2G, and other efficient Calco® dyes for leather.

\*Trade-mark



¼% Calcocid Fast Light Orange 2G produces complete penetration and uniform color on natural back leathers.

NORTH AMERICAN CYANAMID LIMITED,  
CALCO CHEMICAL DIVISION  
MONTREAL AND TORONTO

NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • CHARLOTTE • PROVIDENCE



AMERICAN *Cyanamid* COMPANY

CALCO CHEMICAL DIVISION  
DYESTUFF DEPARTMENT  
BROOK BROOK, NEW JERSEY



*Top row, left to right: Adolph Schubert, Albert Trostel; R. H. Richards, Sherwood B. Gay; Mary Rao, Dr. H. Leudicke. Second row: Everett Pervere, Gail Fitch, Leo F. Ready; Mrs. A. B. Carlson, Fred Rueping, A. B. Carlson, Mrs. E. H. Buettner, Bill Rueping, Elmer Frodin, Mrs. Frodin. Third row: Sol Sokolsky, W. L. Dudley, Curtis Albee; Mrs. Schroeder, Arthur Schroeder, Eloise and Frank McKinney. Bottom row: Norm and Catherine Galbraith, Mrs. T. Bock, Mrs. M. Hubschman, Bob Slattery, Jr., Milton Hubschman; Troubador and "Choir."*





# UPGRADE COLORED SUEDE with economical one-step process

**DU PONT "G-942" TANNING AGENT  
GIVES SUEDES UNMATCHABLE RICHNESS**

**INCREASED PLUMPNESS**

**BRILLIANT COLORS**  
WITHOUT EXTRA DYE

**TIGHT, SILKY NAP**

Now you can give colored suedes the same superior qualities you give white suedes—with Du Pont "G-942"\* tanning agent. A simplified single-step process fits right into your own tanning and coloring schemes without any costly adjustment of procedure.

Du Pont "G-942" gives calf, kid and sheep a rich, round feel . . . you get plumper leather with a fine, silky nap. What's more, leather processed with "G-942" takes on true colors without use of extra dye.

Write for details on how you can produce finer colored suedes with the new process using Du Pont "G-942" tanning agent. An experienced Du Pont representative will be glad to help you.

E. I. du Pont de Nemours & Co. (Inc.), Grasselli Chemicals Department, Wilmington 98, Delaware.

\*REG. U.S. PAT. OFF.



## G-942 TANNING AGENT

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



# SAXON CALF

The first American-tanned calf leather to have the beauty previously found only in Old World leathers. Launched last year, this A. C. Lawrence Saxon Calf is an unmistakably superior leather. Its fine, tight break — its aniline appearance — its mellow, springy temper — make it a profitable choice for men's high quality shoes. Eight colors and black.

**A. C. LAWRENCE LEATHER CO.**

A DIVISION OF SWIFT & COMPANY (INC.)  
Peabody, Mass.

*It's naturally better*





Top row, left to right: Sam Sullivan and H. E. Leudicke; Mr. and Mrs. Kivie Kaplan; Whitey Mays and Bob Slattery, Jr. On left, second, third and fourth rows: R. H. Richards, Lewis B. Jackson, Fred O'Flaherty; Mrs. George Hebb, George Hebb, Jr., John Freeman and John Hebb; T. J. McNamara and Orrie Oseland. On right, second, third, fourth and fifth rows: George McNeely, Sol Loewengart, Charles Weil; Thomas L. Van Derslice, Andrew Van Derslice, George Martin; Leo and Al Greene; A. B. Carlson, Louis Huch, Jr., Elmer Frodin.

# ADVANCE BOSTON SHOW PROMISING

## FALL SALES REPORTED AHEAD OF LAST YEAR

### *Trade Looking Forward To Popular Show*

The shoe industry is preparing for one of its most active fall sales seasons in many a year. This is the consensus of shoe manufacturers and shoe buyers attending the Advance Boston Shoe Show held April 12-15 at the Statler and Touraine Hotels and in various showrooms on Lincoln, South and Essex Streets.

Manufacturers, in general, expressed themselves more than satisfied with results at the show. Although buying was somewhat spotty, a usual complaint at all shoe shows, interest, sampling and actual bookings were at least 10 percent above last year, according to exhibitors.

The showing, by now accepted as an accurate foretaste of what to expect in the coming season, is sponsored by the New England Shoe and Leather Association for member firms wishing to present an advance showing of their fall lines. Buyers are principally wholesalers from the south and midwest, although a good number of eastern chain and department store buyers attend.

In general, manufacturers of women's dress shoes and casuals reported high interest, a good number of advance bookings, both from their wholesaler and chain store accounts.

Tye Shoe Co., Inc., Haverhill Mass., producer of women's California dress shoes, which sells mainly to the chains, expects to complete 80 percent of its fall bookings by or immediately after the Popular Price Shoe Show, scheduled for May 3-7 in New York City. The company makes shoes to retail at \$5-\$6.

Dave Tye said the firm's chain accounts are already ordering for fall and indications are the majority of bookings will be made earlier this year. He attributed the early buying to the "tight leather market."

Tye Shoe, which last year reported a new company high in shoe production for the four months immediately preceding Easter, bettered its 1952 record by at least 10 percent this year, according to Dave Tye. The company is expecting an even better fall run than last year.

Prices have held generally on a par

with last fall although lines have been "rounded out," according to Tye.

The B. M. Tenaly Shoe Co. of Lynn, which makes growing girls', misses' and children's shoes retailing at \$5-\$9, also expects to complete the greater part of its fall bookings early in May. The company, which sells mainly to midwestern wholesalers also reports its advance fall sales running 10-15 percent ahead of last year.

Men's shoe manufacturers found the show slow for actual bookings but were well satisfied with the interest shown. They reported the show not as active as last year but felt it indicated over-all a more active fall season ahead.

Harry Wolfson of Braga Shoe Mfg. Co., Inc., of Hudson, Mass., maker of boys' and young men's footwear retailing at \$3.95-\$4.95, said the firm's production to date is running 5-10 percent ahead of last year. Braga sells to jobbers, chain stores and mail order firms.

Significantly, men's shoe manufacturers felt that the forthcoming Popular Price Show would be among the most active buying shows in years. The majority were of the opinion that PPSSA would prove the real tipoff for an active fall season.

## IFLWU Official Indicted In Red Probe

The first Federal indictment in Cincinnati charging a labor union officer with giving false answers to the FBI about his Communist affiliations has been returned.

A grand jury there has charged Tevis Schooler, 52, with making false statements to FBI agents when questioned under oath on whether he has ever been a Communist or attended Communist meetings as such.

Assistant U. S. Atty. Joseph C. Bullock, who presented testimony to the grand jury through various witnesses, said he has been informed that Schooler was recording and financial secretary of Local 214, International Fur and Leather Workers Union in 1950.

At that time, Schooler was employed at the American Oak Leather Co. in Cincinnati.

The indictment states that the alleged false answers were made during an interview on Jan. 5, 1952. If convicted, Schooler faces a maximum penalty of five years in prison and a \$10,000 fine.

## GOVERNMENT BEGINS FOOTWEAR WAGE STUDY

### *Survey To Be Completed In 10 Weeks*

A nationwide survey of wage rates for various selected occupations in the shoe manufacturing industry has been launched by the Labor Department's Bureau of Labor Statistics. Announcement of the survey was made this week by Wendell D. Macdonald, New England regional director for the Bureau.

The complete survey is being made in order to compile comprehensive data on the wage structure now in effect within selected branches of the shoe industry.

Despite various locality studies made each year on wages paid by certain shoe manufacturing operations in concentrated manufacturing areas, no nationwide study has been entered upon since 1945.

The new survey, Macdonald said, began last week in New England, where a staff of experienced Labor Statistics experts will visit a carefully chosen sample of firms. The latter have been selected as representative of more than 300 New England firms which employ 73,000 shoe workers making a wide variety of men's, women's, children's, misses' and infants' shoes.

Macdonald stated that about 185 firms in the New England area will be covered by Bureau representatives within the next week or so. The survey is expected to be completed within 10 weeks.

## Judge Van Pelt Key Speaker At Hide Meeting

Judge Clayton F. Van Pelt, President of Rueping Leather Co., Fond du Lac, Wis., will be the key speaker at the Ninth Annual Meeting of the National Hide Association at the Shamrock Hotel, Houston, Texas, June 15-16. Judge Van Pelt will address a general session of the hide industry at the morning session on Monday, June 15.

A past president of the Tanners' Council, Judge Van Pelt currently heads Leather Industries of America. For many years, he was Circuit Judge of the State of Wisconsin.

## SHOE OUTPUT GAINS 6% IN FEBRUARY

*Women's Up 3%, Men's  
Only 2%*

Footwear production in Feb. totaled 44,872,000 pairs, one percent below the 45,268,000 pairs reported in Jan. but six percent above the 42,518,000 pairs produced in Feb. 1952, the Census Bureau reports.

Preliminary figures released this week by the Department of Commerce listed gains over Feb. a year ago all categories of footwear except that under "other footwear." Gains ranged from a high of 18 percent for slippers to a low of two percent for men's shoes.

Women's shoe output amounted to 21,005,000 pairs, three percent greater than the 20,365,000 pairage of Feb. 1952 but three percent less than the 21,718,000 pairs of Jan. 1953.

Men's shoe output totaled 8,745,000 pairs, two percent below the 8,953,000 pairs of the preceding month but a two percent increase over the 8,541,000 pairs of Feb. 1952. Youths' and boys' output was up to 1,515,000 pairs, three percent less than the 1,558,000 pairs of Jan. but 11 percent above the 1,371,000 pairs made in Feb. a year ago.

Misses' output was listed at 3,319,000 pairs, two percent above the 3,257,000 pairage of Jan. and fully 14 percent above the 2,918,000 pairs of last Feb. Children's shoes reached 2,979,000 pairs, one percent less than the 3,000,000 pairs of Jan. but eight percent greater than the 2,749,000 pairs of the preceding Feb.

Housewear slipper output was 3,369,000 pairs, 14 percent above the 2,946,000 pairs of Jan. and 18 percent above the 2,815,000 pairs of Feb. 1952.

Footwear shipments during Feb. 1953 totaled about 46 million pairs valued at approximately \$169 million, an average value per pair shipped of \$3.69. Average value in Jan. 1953 was \$3.67 while in Feb. 1952, it was \$3.73.

## PENSION PLAN FOR McELWAIN WORKERS

A company pension plan covering more than 4,000 employees of the J. F. McElwain Co. shoe factories in Manchester and Nashua, N. H., has been overwhelmingly approved by the New Hampshire Shoe Workers' Union, an independent organization representing the workers.

The plan, which was subject to

additional point-by-point discussion as to its detailed provisions, would make every McElwain employee eligible for the company pension, which would supplement the benefits of the Federal Social Security Act.

Normal retirement age would be 65 years and employment beyond that age would not count in determining years of pension credit, except in the case of employees who were 65 and over on Jan. 1 of this year. Such further credit for this group would count

only up to a total of 30 years of service.

McElwain, which has about 2,500 employees in Manchester and 600 in Nashua, made the pension proposal on the condition that pensions would be the only subject for negotiations for the coming contract year. Furthermore, it was reported to have been agreed that provisions of the plan will not be a required subject of negotiation within five years following its adoption.

The entire cost of the plan will be borne by the McElwain company.

## DEDICATE ABRAHAM SHAPIRO MEMORIAL CENTER AT BRANDEIS

More than 500 shoe industry leaders and friends of Brandeis University attended impressive ceremonies marking the dedication of the new half-million-dollar Abraham Shapiro Athletic Center on April 12.

Named for the late dean of the New England shoe and leather industry and Boston philanthropist, who was until his death in 1950 a member of the Brandeis Board of Trustees, the Athletic Center will provide modern and complete sports facilities for Brandeis students.

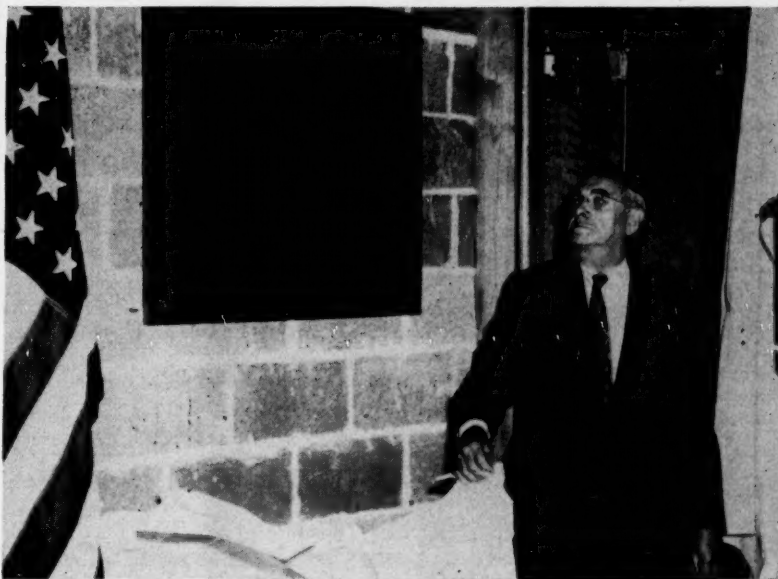
Located near the historic Charles River on the 190-acre Brandeis campus near Boston, the Abraham Shapiro Athletic Center is a handsome structure of modern architecture covering an expanse of 16,000 square feet.

The Center houses three practice basketball courts with a seating capacity of 3000, and approximately one-third of the building's space is devoted to air-conditioned classrooms.

Built of a rust brick in conformity with other new structures on the Brandeis campus, the Center is trimmed with California redwood, which has an almost unlimited life.

Now in its fifth academic year, Brandeis University opened in the fall of 1948 as the first non-sectarian institution of higher learning in the Western Hemisphere to be founded by the American Jewish community.

The student body of 725 young men and women is drawn from 28 states and 12 foreign nations, and reflects diverse economic, religious and ethnic backgrounds.



Abe W. Berkowitz, prominent New England shoe manufacturer, unveils plaque in dedication of Abraham Shapiro Athletic Center at Brandeis University in Waltham, Mass. Berkowitz is chairman of the Shapiro Memorial Committee and presided at the dedication exercises on Sunday, April 12.



## WORLD CATTLE STOCKS REACH NEW RECORD

World cattle numbers at the beginning of 1953 are estimated at a new record level of 845 million head by the Foreign Agricultural Service of the U. S. Dept. of Agriculture. This is an increase of 2 percent over numbers at the beginning of 1952 and 14

percent above the 1936-40 average of 743 million head.

World cattle numbers have increased every year since the end of World War II and, barring a major natural disaster in some of the more important areas, numbers are likely to increase again in 1953. Expansion in some countries, however, has been limited by competition with sheep, in other by demands for more arable lands for grain crops and in Western Europe by disease (foot-and-mouth) losses.

The most pronounced build-up in cattle numbers in the postwar period has occurred in Africa, 47 percent over prewar, North America 33 percent, South America 32 percent, and Oceania 11 percent. Eastern Europe and the U.S.S.R. are still below prewar. Western Europe reached prewar totals in 1951.

## SHOE GUILD SALES REPORTED ACTIVE

Activity at the fall showing of the Guild of Better Shoe Manufacturers, held this past week at member showrooms in New York, was reported even more pronounced than a year ago, according to exhibitors of high-grade women's shoes.

Although manufacturers stated the majority of their fall bookings are still to come, they felt that prospects for the fall season were "exceedingly promising." Price held firm at approximately the same levels of last fall.

Consensus was that the smooth leather, particularly aniline types, would be in demand this year. Suede, of course, was expected to play an important role in fall footwear for women.



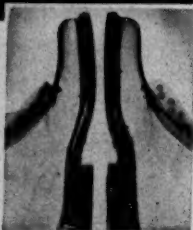
**WINDRAM**  
*Quality*

COMBINING — ELASTICIZING  
PLASTICS  
BACKING CLOTH

**WINDRAM**  
MANUFACTURING COMPANY  
Established 1867  
3 Dorchester St., So. Boston, Mass.

FOR POSITIVE  
TACK DETECTION

**ADRIAN**  
**X-RAY**  
**Shoe**  
**Inspector**



Visual fluoroscopic inspection—no fingertip searching to locate sharp tack points. Shows entire shoe interior, shank, staples, at a glance.

Faster—one employee with Adrian X-Ray can do the work of two using other means. Easy—requires no training to operate with expert efficiency.

No Installation Problem—One self-contained unit on casters for easy location—uses ordinary 110 volt, A. C. current—only 36" x 36" floor space.

Class A, Cabinet Type Unit—Totally enclosed, totally protective. Built to American Standards A.S.N. Specs. Guaranteed—Sold outright or leased.

Full details on request

M. B. ADRIAN & SONS X-RAY CO.  
152 E. WARD ST. MILWAUKEE, WIS.

## WORLD CATTLE POPULATION (1,000 Head)

	1953	1952		1953	1952
North America	128,700	122,100	South America	138,800	135,000
Europe	102,100	101,600	Africa	94,600	92,700
U.S.S.R.	58,500	58,800	Oceania	20,100	20,500
Asia	302,400	298,700	<b>TOTAL</b>	<b>845,200</b>	<b>829,400</b>

## TANNERS' CONVENTION GOLF WINNERS

Boca Raton Club, Florida, April 9-10

President's Trophy—Low Net	Michael F. Flynn John F. Flynn & Sons
Winner Low Gross	Irving E. Manasse Calnap Tanning Co.
Women's Low Net	Mrs. Michael F. Flynn
Women's Runner-Up	Mrs. Richard Kaltenbacher
Runner-Up Low Net 36 Holes	R. B. Slattery, Jr. Slattery Bros. Tanning Co.
Runner-Up Low Gross 36 Holes	Earl L. Peirce A. F. Gallun & Sons Corp.
Low Net—First Day's Play	W. L. Dudley Donnell & Mudge, Inc.
Low Gross—First Day's Play	E. G. Smith Albert Trostel & Sons Co.
Low Net—Second Day's Play	Elmer E. Frodin Chicago Rawhide Mfg. Co.
Low Gross—Second Day's Play	Gordon C. Krause Wolverine Shoe & Tng. Corp.
Nearest to Cup—Par 3-Hole	Richard Bernheim R. Neumann & Company
Special Event for Seniors	William F. Schumann Hoffman-Stafford Tng. Co.
Runner-Up Special Event for Seniors	Arthur Loewengart Loewengart & Company
Most 7s—First Day's Play	Mrs. Arthur Lowengart
Most 7s—Second Day's Play	Mrs. Arthur E. Gebhardt
High Net—36 Holes	E. A. Gallun A. E. Gallun & Sons Corp.
High Gross—36 Holes	Arthur B. Carlson Johnson & Carlson Co.





**LET YOUR CUSTOMERS HAVE THE BEST . . .**  
at no more cost than ordinary sole leather.

England Walton's skilled craftsmen and technicians, backed by 100 years of experience, make sure that England Walton leather soles are consistently top quality. No expense is spared to see that these high standards are maintained. Yet, despite their excellence, you pay no more for England Walton leather soles than for ordinary brands.

Specify England Walton sole leathers on the shoes you make — or sell.

**ENGLAND WALTON** DIVISION, A. C. LAWRENCE LEATHER CO.  
BENDS, CUT SOLES AND SOLE LEATHERS

BOSTON • CAMDEN • PEABODY • NEW YORK • ST. LOUIS • COLUMBUS • MILWAUKEE • LOS ANGELES  
SAN FRANCISCO • ASHLAND, KY. • NEWPORT, TENN. • HAZELWOOD, N. C.



## **Boston Shoe Club To Elect New Officers**

New officers and executive committee members for the next season will be elected by members of the Boston Boot and Shoe Club at the group's 64th Annual Meeting and Sports Nite, April 22, at the Grand Ballroom of the Sheraton Plaza Hotel in Boston.

Election of officials will be the only business transacted at the meeting, according to C. Harvey Moore, Club president, manager of A. F. Gallun & Sons, Inc., in Boston.

Nominating Committee report will

be presented by Jack Sandler, former Club president and a leading shoe manufacturer. Other committee members are: John E. Daniels, John E. Daniels Leather Company; James T. Gormley, Day-Gormley Leather Company; Joseph S. Lanigan, J. Greenebaum Tanning Co.; Leo Larkin, Surpass Leather Company; Irwin Katz, Hubbard Shoe Co., Inc.; Peter Solomon, Joseph M. Herman Shoe Co.

Feature of the meeting will be an All Sports Program headlined by Master of Ceremonies Al Schacht, baseball humorist. Other sports notables will be introduced.

## **"NEW IN SHOES" AIMS AT GRASS ROOTS**

### **Seasonal Opening Set For August 30**

Organization of shoe retailers on a community-by-community basis will be one of the outstanding aims of the forthcoming "New In Shoes" fall seasonal opening scheduled to open Aug. 30, according to the National Shoe Institute. Purpose is to make the program intensely effective at the grass-roots level in each locality.

"We are urging the retailers of every town and city to organize as a functioning body to put across the program with maximum effect in their respective communities," said Lee Langston, executive vice president of the National Shoe Retailers Association, co-sponsor of the "New In Shoes" with the National Shoe Manufacturers Association.

"We found in the March seasonal opening that sales response was most gratifying in the communities where retailers had worked together. We are therefore urging that the same voluntary plan be followed everywhere."

The heavy flow of retailer inquiries reaching the National Shoe Institute indicates a vastly larger participation by the nation's shoe retailers and manufacturers in this year's fall program.

More than 600 metropolitan daily newspapers over the country have already requested mats and editorial material from the NSI. Many Sunday supplements will be tied in with the program. Leading fashion and consumer magazines will give wide coverage to the promotion.

### **Brown Company Sales And Profits Down**

The Brown Co. in Berlin, N. H., manufacturer of shoe innersoles and other products, and its wholly-owned subsidiary, Brown Corp., have reported consolidated net sales for the fiscal year ending Nov. 30, 1952, of \$65,638,483, compared to \$72,729,617 during the previous year.

The report, issued by Laurence F. Whittemore, president of the firm, also listed consolidated profits after all charges and taxes at \$4,396,967, compared to \$7,430,040 in 1951. However, both the sales and profits were the second highest in the company's history, it was pointed out.

Net working capital increased from \$17,385,656 at the end of 1951 to \$17,818,787 at the end of 1952.



**WANT  
BETTER  
LEATHER**

**F**or 73 years the name of **MARDEN** has stood for **PROGRESS** in the production of better oils for the tanning industry.

Today the third generation offers the experience of the past coupled with constant experimentation and research to help make your leather better and more saleable.

*Member of Leather Industries of America*

**MARDEN-WILD CORP.**

500 COLUMBIA ST., SOMERVILLE, MASS.  
MARDEN-WILD OF CANADA, LTD., HALIFAX, N. S.

# KOREON

• Mutual's name for their basic chromic sulfate used in one-bath chrome tanning. Available in two grades with approximate analyses as shown below.

	<i>Koreon M</i>	<i>Koreon X</i>
$\text{Cr}_2\text{O}_3$	24%	25%
Basicity (Schorlemmer)	33%	52%

Koreon is packed in multi-wall paper bags containing 75 pounds, and in fibre drums containing about 325 pounds.



**MUTUAL CHEMICAL COMPANY OF AMERICA**

*Mutual Chromium Chemicals*

270 Madison Avenue, New York 16, N. Y.  
PLANTS: Baltimore — Jersey City

**Sodium Bichromate**

**Potassium Bichromate**



## BALANCED INVENTORIES NEW SHOE FAIR THEME

### Wachenheim Stresses Sound Buying Program

"Efforts to maintain better balanced retail inventories will be one of the most strongly stressed themes by manufacturers and retailers alike at the National Shoe Fair in Chicago, October 26-29," according to Albert Wachenheim, Jr., chairman of the National Shoe Fair.

The National Shoe Retailers Association and National Shoe Manufac-

turers Association, co-sponsors of the National Shoe Fair, are emphasizing this inventory situation to their members so that buying plans will strike a healthy, normal balance between too little and too much.

Said Wachenheim, "While production in the first quarter of 1953 broke all records of output for this period, and may suggest an overproduction in the making, we must at the same time recognize that the public is consuming more shoes today than ever before, due primarily to our rapidly expanding population."

He cited that our "high" output

of 508 million pairs in 1952, based on a population of 158 million, averaged 3.21 pairs per capita—a perfectly normal level. Our 160 million population of 1953 can, on the same per capita level, call for about 513 million pairs without causing any glut. "While buying caution is the essence of sound business, we must face up to the fact that our market is constantly growing, and so are our sales opportunities."

In this regard, Wachenheim emphasized the failure of many retailers to maintain proper inventories by sufficient and frequent sizing-up orders once the seasons were under way.

### Testimonial Dinner Set For Jack Devaney

Friends and business associates of Jack Devaney, veteran leather executive and general office and credit manager for Armour Leather Co. in Boston, will honor him at a testimonial dinner, Wednesday night, April 29, at the Balinese Room of the Hotel Somerset, Boston.



One of the better-known leather men in New England for the past half century, Devaney has been associated with Armour & Co. for 50 years, of which 44 were with the company's leather division. For many years, he was active as a leather salesman and has a wide acquaintance among shoe manufacturers and leather buyers in the area. He is retiring from active service with Armour on April 30.

A native of Reading, Mass., Devaney is vice president and a director of the Reading Cooperative Bank, Reading Bail Commissioner, and a past president of the Reading Finance Committee.

Dinner reservations are available at \$12.50 per ticket from Maxwell Field at the New England Shoe and Leather Association, 210 Lincoln Street, Boston.

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## IS A VEGETABLE TANNING MATERIAL

A Development of Both Chemistry and  
Science...originated and produced  
exclusively by us.

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produces a distinctive type  
leather in the better grades...  
Sides, Kip and Calf.

GAMBADE

yields a net result which is confirmed  
either by the microscope or by the sensitive  
fingers of expert graders of leather.

GAMBADE

is American Made...from  
domestic materials.



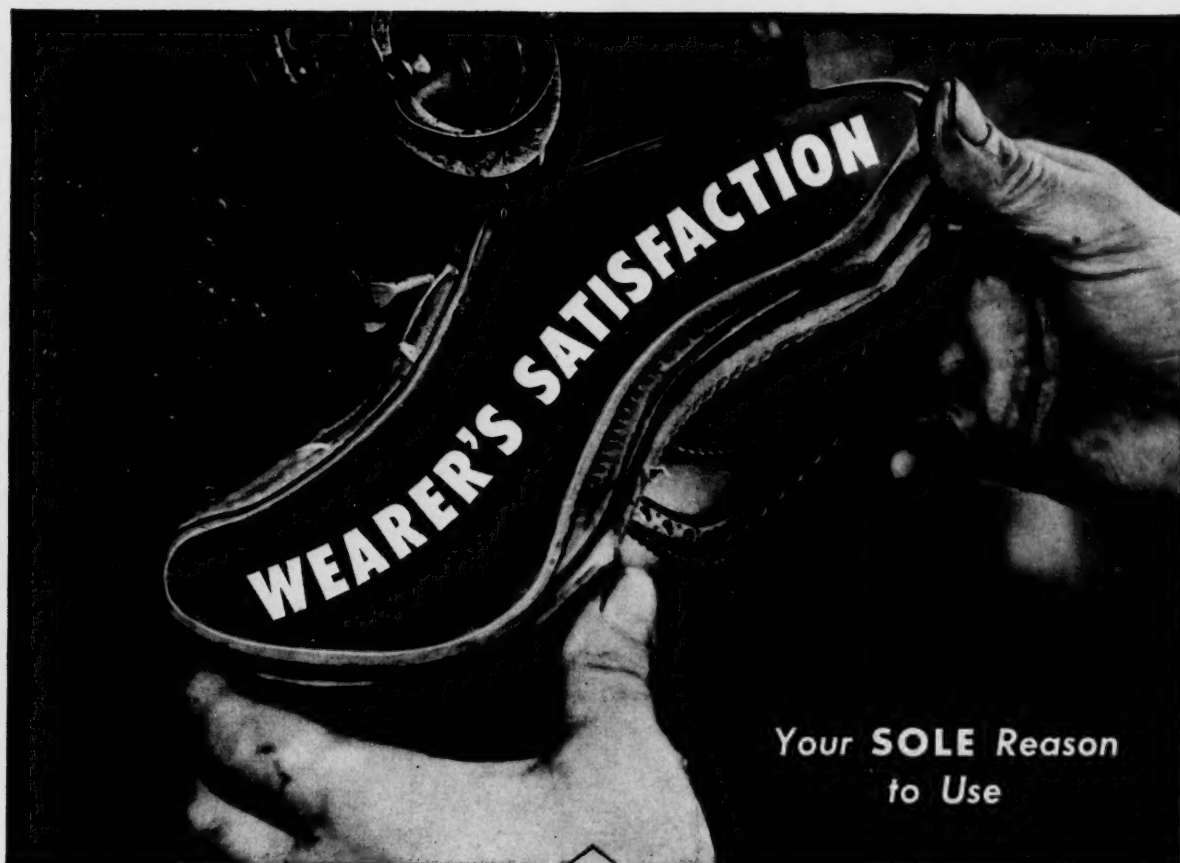
POSITIVE PROOF • TEST A SAMPLE • SEE FOR YOURSELF

THE TANNAGE COMPANY  
MANUFACTURERS OF

*Tanning Materials*

2136 DOMINICK STREET • CHICAGO 14, ILLINOIS • U. S. A.





Your **SOLE** Reason  
to Use

# DIAMOND COMPOUND

**T**ESTED and proved for 40 years — Diamond A is recognized as the Tanners' standard sponging and washing compound.

Here's why. Diamond A does a *double* job — (1) It prepares sole leather for rolling and protects the grain. (2) Used as a dip after rolling, it toughens the grain and improves color and finish.

Why delay? Let the Borne, Scrymser representative give you full particulars on Diamond A. You'll agree it's in a class by itself.

Our Laboratory  
Facilities are  
always at your  
disposal



## OTHER BORNE, SCRYMSER SPECIALTIES

(Get the Facts about These, Too!)



**COMPOUND for WHEELING**

**COMPOUND for SPONGING**

**Supreme A Compound**  
**Bretolene • Saxon Oil**

# BORNE, SCRYMSER COMPANY

ELIZABETH, N. J. • CHARLOTTE, N. C.

# DERMABATE COMPOUNDS

**AMEREX FILLER COMPOUNDS  
AMEREX LIQUID EXTRACTS**

**Barrentans  
Hemlock, Oak,  
Mangrove, Stainless  
Sumac, Ordinary Sumac,  
Quebracho,  
Rapid Tan 'G'  
Special Dipping Extracts**

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**PORT ALLEGANY, PA., U.S.A.**  
Canadian Representative  
**The McArthur Chemical Co. Ltd.**  
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Leather Today, Yesterday,  
and Always



**Raw and Sulphonated  
COD — SPERM — CASTOR  
and NEATSFOOT OIL**

We are in a position to consider intelligently any special fatliquoring problem and make recommendations of value.

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Belleville 9, N. J.

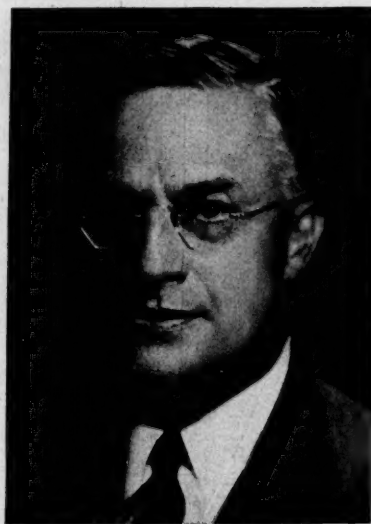
## ARMSTRONG CORK HAS NEW PLATFORM

An entirely new and extremely flexible type of cork composition platform material that combines comfort and working characteristics has been developed by the Armstrong Cork Company. The new material is now in production and is available for immediate shipment.

Designated No. 5820, the new distinctively colored green material has the following characteristics: It is extremely light weight, weighing only three pounds per square yard  $\frac{1}{4}$ " thick. It assures comfort by having a compressibility rating of 45 percent under a load of 100 pounds per square inch. It is tough and resilient, increasing its durability.

Working characteristics of No. 5820 cork composition are outstanding in that it cuts a clean, smooth edge, making sanding unnecessary. It will skive to a feather edge, it can be bent sharply without cracking and it will cut equally well in summer or winter.

### Elected To Swift



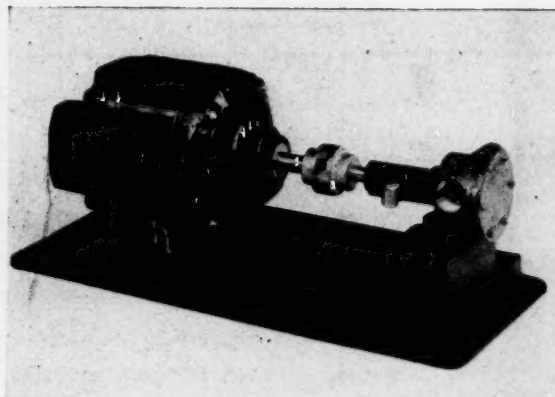
Harold N. Goodspeed, president of A. C. Lawrence Leather Co., Peabody, Mass., division of Swift & Co., Chicago, who has been elected a vice president of Swift by the board of directors. Associated with Lawrence for the past 40 years, Goodspeed joined the firm in 1913, a year before his graduation from Harvard College. He became manager of the company's Sheepskin Division in 1927, was later elected a vice president and director, and elected president in 1936. He will continue to maintain his offices in Peabody.

# you should....

## take your tannery pump problems to a real pump expert

YEARS of experience in the engineering, maintenance and sales of all types of industrial pumps equip us to solve your tannery liquid handling problems without experiment and waste of vital time.

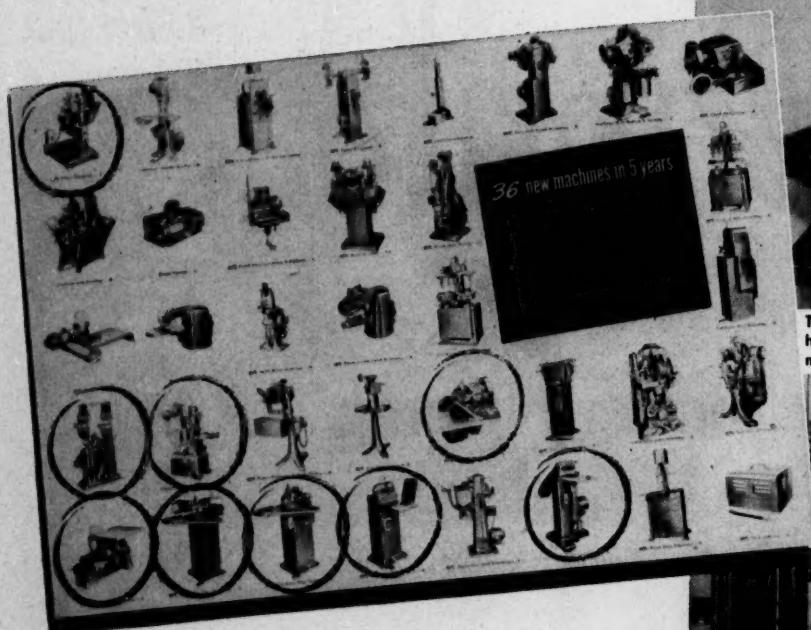
STOP fooling around with untested and inadequate tannery pumps. . . . For greater accuracy and lower cost in handling of ALL tannery liquids, install the proven HAYES TANNERY PUMP. Instantly self-priming, and equipped with acid resisting bronze case and acid-tested neoprene impeller, the HAYES TANNERY PUMP can handle all tannery liquors, acids and oils.



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and complete pump  
service—call———

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PUMP &  
MACHINERY CO.**

100 VINE STREET  
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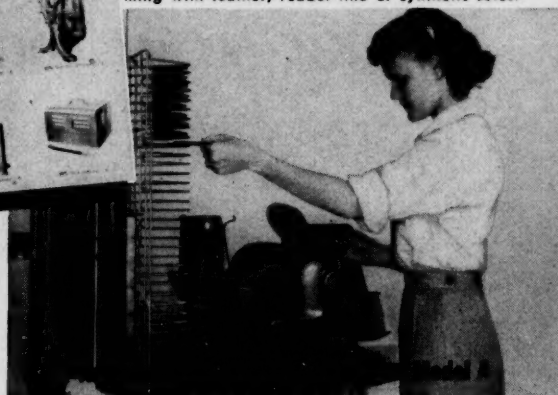


# 9 New STOCK FITTING ROOM Machines

—the result of  
United's Continuing  
Research



This modern, automatic machine keeps production high and operating costs low. Uniform edge trimming with leather, rubber-like or synthetic soles.



Uniform, thrifty edge inking — high production — and lower operating costs are features of this valuable automatic unit.



This modern automatic machine provides the high production advantages offered by its companion machines for edge trimming and edge inking.

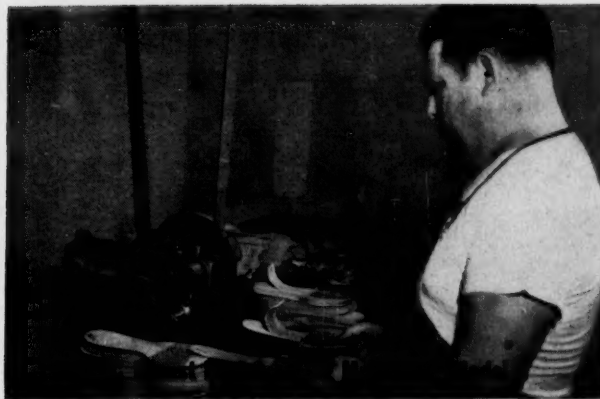
**W**ithin the span of five years, 36 new United machines have been introduced commercially to the Shoe Manufacturing Industry. Nine of these machines are designed to meet Stock Fitting Room requirements.

United's extensive experience in the shoe machinery field, its knowledge of shoemaking and its continuing research program have made possible





This bench machine for the PLIRIB Process applies overall coating of adhesive to lightweight insole blanks.



Accurately splits Louis heel breast flaps in leather and rubber, rounded or died out soles — minimizes costly flap tearing.



For laminating composition backing to leather blanks this PLIRIB Process machine provides a uniform surface aiding adhesive bond between pre-formed rib and insole.



Moulds conventional insoles and outsoles, as well as platforms and fibre reinforcement tucks.



The PLIRIB Process uses this machine which forms the rib from pre-cemented tape, attaches it (under pressure) to the insole.



Production capacity of 2,000 or more pairs daily is possible in trimming oversized fibreboard tucks flush with outline of insole.

the development of these machines and the new machines yet to come.

United's expert mechanical and shoemaking service along with its readily available inventories of replacement parts located in shoe manufacturing districts throughout the country assures the operating efficiency of United machines.

**UNITED SHOE MACHINERY  
CORPORATION**  
BOSTON, MASSACHUSETTS

## Joins Canadian Group



Charles C. Faure, who has been appointed executive vice president of the Shoe Manufacturers' Association of Canada, effective May 1. A native of Lille, Alberta, Faure has had wide experience in the financial field. He succeeds Pierre Brouillet, who resigned in Feb. to become associated with a leading Canadian shoe manufacturer.

## Publish New Popular Price Shoe Directory

The fourth annual edition of "Major Resources for Popular Price Shoes," published by the Popular Price Shoe Show of America, was mailed this past week to almost 5,000

leading members of the trade, Maxwell Field and Edward Atkins, co-managers, report. The publication is distributed free of charge by PPSSA as one of its services to the industry.

The 1953 edition, containing over 100 pages of listings, is of record size. Resources for all major types of footwear are classified in the directory, used throughout the year by leading shoe retailers and buyers.

In addition to convenient listings by major footwear categories, "Major Resources for Popular Price Shoes" also provides information on retail price ranges of suppliers whether they are manufacturers or wholesalers, and addresses of factories. The book also contains an official listing of exhibitors at the forthcoming PPSSA, May 3-7, at Hotel New Yorker and McAlpin.

Copies of the directory will be available during the PPSSA at show headquarters, Rooms 1645-46, Hotel New Yorker.

• Commonwealth Color & Chemical Co. of New York has discontinued its Gloversville branch. C. A. Kratsch will carry on the business under the name of Commonwealth Laboratories, Inc. at 117 Broad St., Gloversville.

## MILITARY BIDS AND AWARDS

### Leather Straps

**April 24, 1953** — TAP-30-352-53-501 — 400,000 chrome-tanned leather straps, russet, 1" by 15"; to be delivered 50% in June, the balance in July. Opening, New York, 3 P.M.; this procurement for the Army.

### Mukluk Boots

**April 27, 1953** — TAP-30-352-53-458 — 2,940 pr. boot, mukluk, sage green N-1B; size x-large; a) 1,764 pr. for Shelby, O.; b) 1,176 pr. for Maywood, Cal.; fob. destination; delivery to be completed by August 31. Opening, New York, 1 P.M. This procurement for the Air Force.

### Chin Straps

**April 30, 1953** — TAP-30-352-53-433 — 1) 2,250 ea. straps, chin, gold,  $\frac{3}{8}$ "; 2) 750 ea. straps, chin, gold,  $\frac{1}{4}$ " — both items sheepskin,  $2\frac{1}{2}$  ounces per sq. ft., 100% domestic pack; delivery on all by July 31, 1953 to Brooklyn, N. Y.; opening, New York, 3 P.M.; this procurement for the U. S. Navy.



**They are YOUR Research Laboratories Too . . . .**

**CREATORS OF BETTER FINISHES FOR SPECIFIC LEATHERS**

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**CHEMICAL CO.**

CAMBRIDGE AND SOUTH MIDDLETON, MASSACHUSETTS



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connections in the principal  
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# Land's NEWS X-RAY

**Look for another active season this fall.** Economists have been casting dampers galore, citing second half of 1953 as start of economic slowdown. It may prove so but shoe industry will still find 1953 a banner year overall.

**Here are the reasons:** First, Easter, already past, was a successful one, saleswise. Retailers, chains, department stores over country sold millions of pairs of shoes. Sales volume held up to earlier predictions for one of most active Easters in years. Remainder of spring and summer also set for fast sales pace.

**This leaves only fall and winter.** Now comes Advance Boston Shoe Show, for past three years an accurate barometer of shoe business to come. Boston showing is exactly as publicized—an advance showing by New England volume shoe manufacturers to midwestern and southern wholesalers, chains and department stores. In terms of actual pairage sold, it is not an important show. As an indicator of what to expect, it is invaluable.

**Short history.** Back in 1951, manufacturers and shoe buyers at Advance Boston showing predicted bad times ahead. Shoe industry had one of its worst years in history. For 1952, exhibitors and buyers foresaw good revival. It was better than good. This year, consensus at show calls for even better 1953.

**Here is breakdown:** good many women's shoe manufacturers—dress, playshoe and casual—say they have head start on fall orders already. Some claim they expect to do 80% of their fall 1953 business between now and end of Popular Price Show in New York May 3-7. These find sales about 10% over last fall at this time, production similarly ahead.

**Men's shoe manufacturers at show**—dress and sportswear—find actual sales still to come. Interest, however, is high. And most manufacturers fully expect orders to swing into high at PPSSA. Men's group also feels sales and production will be 10-15% above fall 1952 figures.

**One test ahead.** Feeling almost unanimous among men's and women's producers that coming PPSSA will be best in years. Women's manufacturers say PPSSA will

about cap their season. They expect to do good deal of booking before show. Men's, however, look for bulk of business to come at PPSSA and directly after. One way or another, everybody is truly looking forward to Popular Price Showing—there's a feeling of expectancy evident everywhere.

**This is not usual advance palaver about a coming shoe show.** Most serve as convenient meeting place where manufacturers and customers can get together, talk over prospects. This time, both are looking for an actual buying show—a rarity, in effect.

**Price situation generally unchanged.** Few manufacturers have upped or lowered prices on fall lines, as compared with last year. Few expect to. Buyers, on other hand, are fully aware of tightness of leather market, realize slight change in world situation could push prices up substantially. Retailers realize good part of sales prospects depends upon holding price line. Logical procedure is to buy now at prices they know public will not resist. Their biggest fear is another inflationary surge in shoe prices—one which would again push customers to sidelines. So, buy now or soon is watchword.

**Significantly, no fear of overproduction evident.** Shoe manufacturers producing only for demand as it materializes, not in anticipation. Factories work only when orders are on hand. Retailers, on other hand, also buying conservatively, although in good volume. Inference is that industry working on healthy basis, producing shoes that are wanted rather than on mere speculation. If anything, inventories are on undernourished side after active Easter. Little danger of retailers' shelves becoming overstocked again. Industry stung badly in 1951, does not intend to repeat.

**One thing appears evident.** Neither tanners nor shoe manufacturers look for early decline in leather prices. Hide market is seasonably bearish but has enough strength to remain within reaching distance of recent highs. Buyers learning that weakening one week generally finds recovery the following week. Despite talk of increased slaughter, heavy supply of hides, tanners not anxious to unload, unwilling to slash prices.



# Full and bloomy

## SHADES FOR SUEDES



This suede leather has been dyed to a deep blue with rich quality and full and bloomy undertones ... plus the added value of full penetration and good fixation of the dye.

It was dyed with a level-dyeing, uniform Du Pont dye—a dye that has complete compatibility with Syntans. The blue was carefully matched with a gray Du Pont lining color; and the resulting products—these suede pumps—have an enviable appearance and color performance that will result in utmost salability.

You will find that Du Pont Dyes—and Du Pont's technical-service staff—will help you solve any leather-coloring problem you might have. Write E. I. du Pont de Nemours & Co. (Inc.), Dyes and Chemicals Division, Wilmington 98, Delaware.

### TO ACHIEVE DARK BLUES FOR SUEDE SHOE UPPER LEATHER ...

- Du Pont Leather Navy Blue
- Pontacyl\* Brilliant Blue RR Conc. 200%
- Pontacyl\* Blue Black SX
- Pontamine\* Blue 3BX Supra 125%
- Pontamine\* Navy Blue DB Conc. 175%
- Pontamine\* Green S Extra Conc. 125%
- Pontamine\* Black AWG

\*REG. U. S. PAT. OFF.

*Du Pont Dyes*  
**DU PONT**  
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

# TANAK<sup>®</sup> MRX

## MELAMINE RESIN TANNING AGENT

*brings out the best in your leather*

TANAK<sup>®</sup> MRX Melamine Resin Tanning Agent is a favorite with experienced tanners for upgrading both white and colored leathers—for improving their desirable properties. TANAK MRX gives increased grain tightness, increased weight, fuller bellies and flanks, better "break." It penetrates white leathers so thoroughly that maximum whiteness is retained even after deep buffing. Use TANAK MRX Melamine Resin Tanning Agent and increase the cutting value of your leathers.

*Other performance-proved Cyanamid Tanning Specialties include:*

- DEPILIN<sup>®</sup> XC Unhairing Agent . . . for cleaner, whiter stock, and better control;
- CUTRILIN<sup>®</sup> Bates . . . the pancreatic "bates of choice" in the tanning industry;
- TWECOTAN<sup>®</sup> Tanning Extracts\* . . . blends to meet specific tanning requirements;
- DYEWOODS and EXTRACTS\* . . . a full line for every important need;
- TANAK<sup>®</sup> Synthetic Tanning Agents . . . ideal for improving the quality of leather during both chrome and vegetable tanning;
- BETASOL<sup>®</sup> OT Wetting Agent . . . most powerful wetting agent available for tanning.

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*unfailing index of quality and taste*

Genuine leather upholstery always distinguishes the truly fine car. Leather is a sign of quality and distinction everywhere. In town or country, aloft or on cruise, fine leather apparel or luggage catches the eye, excites envy, connotes good taste.

Your tanner is your partner in producing fine leather products. His combination of age-old skills with the latest in scientific techniques assures you prime leathers worthy of your best efforts. So to increase your sales . . .

*make it better . . . make it leather!*



*AMERICAN Cyanamid COMPANY*

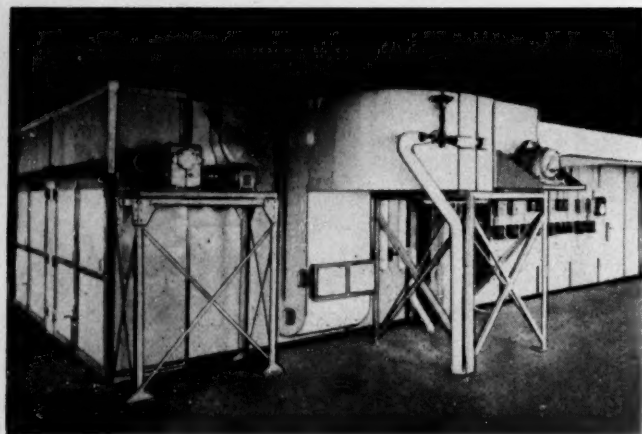
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# Stylescope

## Shades of Suede for Fall

Softly muted colors in calf suede are highlighted by these six designs for Fall, fashioned in leathers by Colonial Tanning Co., Boston. Three shades of brown are represented, ranging from camel beige to cognac to chestnut. This range of colors promises to forge ahead of all others next Fall, representing fresh interest in the brown family, heretofore unequalled. Also represented are two designs in new muted shades of grey which are also destined for strong fashion emphasis this Fall. The sixth shoe is designed in classic black suede in a gracefully elegant style for dress wear—the chief category where black suede will dominate over every other upper material and color.



Left. Dusk grey calf suede in a banded design featuring widow's peak throatline repeated high over the instep. Wide open toe and naked quarter. Center. Camel beige calf suede in a pretty trimmed pump featuring smooth leather binding in contrast, the contrast color repeated in the smart lacing on vamp. Right. Smoked pearl calf suede in a pump featuring quarter interest. Note high back line with buttons accenting scalloping.



Left. A pert trimmed pump in cognac calf suede edged in white to bring out cross-strap detailing at throatline. Center. Chestnut calf suede is piped in white in another chic trimmed pump model, the piping adding to the detail interest. Right. An elegant dress pump in black calf suede featuring daintily scalloped throatline, formed by a five-piece flare tongue on a shell base.



• **Raymond G. Carey**, regional representative in Western Connecticut, New York and New Jersey for General Dyestuff Corp., has been assigned to the Army General Staff as assistant chief of staff, G-4, Logistics Division, in Washington, D. C. He holds the rank of Major.

• **G. M. Chady** has been appointed assistant merchandising manager for Craddock-Terry Shoe Corp. of Lynchburg, Va. He will work with **L. F. Almond**, vice president in charge of merchandising. Chady was formerly with Gardiner Shoe Co. of Gardiner, Me.

• **Henrietta Simon**, noted New York shoe designer, and her brother, Regi, are joining in a new shoe manufacturing venture in addition to their Simons Shoes - to - Match enterprise. During the week of April 12, the Simons will show their initial line of hand-lasted footwear.

• **Thomas P. Cushman** has been named to the Chemical Research Staff of Compo Shoe Machinery Corp., Boston. Cushman is a veteran of the shoe-making industry and has 10 years' experience in research and field devel-

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**Solid and Powdered**

Produced by

**LEDOGA S. p. A.**

Milano, Italy



opment of cement process footwear. He will assist in field development work on shoe adhesives, a section of Compo's Chemical Research Laboratories.

• **Earl J. Peil**, assistant superintendent of the Jerseyville, Ill., branch of International Shoe Co., has been named superintendent of the company's Belleville, Ill., plant.

• **Bernice Shaftan** has been appointed stylist and fashion coordinator for Hamilton Shoe Co. of St. Louis, according to Harry Bennigson, executive vice president of the company.

• **William "Bill" DeWitt, Jr.**, has joined Shoe Form Co., Inc., Auburn, N. Y., shoe firm of which his father, Frank P. DeWitt, is president and general manager. He will concentrate on the manufacturing end of the business.

• **Maurice Orent** has been named field personnel director for John Irving Shoe Corp., Boston chain. He will be in charge of developing sales and managerial staffs for the firm's retail stores.

• **Hector R. Dominguez**, head of the export division of International Shoe Co., has been elected president of the Export Manager's Club of St. Louis, an organization devoted to pro-

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## Leather

**May 6, 1953**—TAP-30-352-53-553—Leather-genuine rigging cattle-hide, backs or sides, full-grain, vegetable-tanned, natural color; 1) 44,475 lbs. light weight, average thickness 6/64 to below 8/64; average ounce thickness 6 to below 8; a) 10,000 lbs. to Scotia, N. Y.; b) 20,000 lbs. to Mechanicsburg, Pa.; and c) 14,475 lbs. to Clearfield, Utah. 2) 12,140 lbs. medium weight, 8/64 to below 10/64; average ounce thickness, 8 to below 10; a) 6,140 lbs. for Mechanicsburg; and b) 6,000 lbs. for Clearfield; delivery on all by Dec. 31, 1953; FOB destination; opening, New York, 1 P.M.; this procurement for the U. S. Navy.

## Mitten Shells

**May 12, 1953**—TAP-30-352-53-497—524,000 ea. mitten-shell trigger-finger M-1951—FOB origin; delivery: 74,000 ea. August and 75,000 ea. September through February 1954; this procurement for small business concerns only. Opening, New York, 2 P.M.; this procurement for the U. S. Army.

## HANSON LOW BIDDER

Hanson Glove Corp., Milwaukee, Wis., was low bidder at the opening of ASTAPA invitation TAP-30-352-53-438, offering to supply the 3,186 prs. of gray suede gloves asked by the U. S. Navy at 2.405 per pr.; 60 days acceptance, 1% in 20 days.

## New Duties



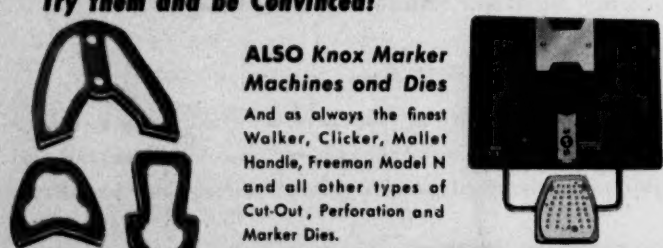
Kivie Kaplan, executive vice president and general manager of Colonial Tanning Co. of Boston, who has taken over similar duties with Hartnett Tanning Co. of Ayer, Mass. Kaplan was elected executive vice president and general manager of the Hartnett tannery, Colonial's manufacturing division.

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Here's style at its highest expression . . .  
outside contour lines smooth, flowing, harmonious —  
without a sharp or discordant note.

*Symphonie* permits an unusually short vamp . . . encourages  
the creation of high style patterns with that bare look.

Base of the counter is tucked in to snuggle the heel, comfortably,  
securely. Model wearers say, "We've never had a shoe like it."

Slide-O-Matic, naturally.

*Composer:* United Last. *Conductor:* Any shoe manufacturer alert to seize the baton and lead.

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April 18, 1953

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DOMESTIC & FOREIGN

**Pickled Sheep Skins**

PEABODY, MASS.

motion of foreign trade between the Mississippi Valley and all parts of the world. Dominguez joined International as a translator 29 years ago and has headed its export division since 1941.

• Miss Patricia Kannon has been named advertising manager for Oomphies, Inc., New York slipper manufacturer.

• Fred Shepard has retired as foreman of the hide storehouse at A. C. Lawrence Leather Co. in Peabody. A veteran of 35 years' service with the firm, Shepard took over as foreman in 1929.

• Nate Brown has joined Vic Colton Shoe Mfg. Co. of Los Angeles and will be in charge of styling and production. Brown was formerly fitting room and factory superintendent with Newton Elkin Shoe Co.

• John C. Griffin has been elected president of Joint Executive Board 13, United Shoe Workers of America, CIO, in Haverhill, Mass. He succeeds P. Joseph McCarthy.

• Edwin B. Coltin, director of profit sharing at Colonial Tanning Co.'s Ayer, Mass., division, was a principal speaker on "The Case for Profit Sharing" at a recent symposium before graduates of the Tuck School of Business Administration at Dartmouth College in Hanover, N. H.

• Seaboard Chemicals, Inc., of Beverly, Mass., fatliquor manufacturer, has named Luis M. Olavarrieta, S.A. as sole representative in Mexico.

• William C. King, vice president of The Felters Co., Boston, has been elected president of The Felt Association. William H. Lehmberg of the American Felt Co., Glenville, Conn., has been elected vice president.

• L. E. Beaudin of L. E. Beaudin Shoe Co., Hanover, Pa., manufacturer of women's and growing girls' popular price Goodyear welts, is reported back on the job in good health after a long vacation in Florida.

• Herman W. Seinwerth has been appointed assistant manager of industrial relations for Swift & Co., Chicago packer. He formerly held a similar position with A. C. Lawrence Leather Co., a wholly-owned subsidiary of Swift.

• D. G. Heugly has been appointed general superintendent of Cudahy Packing Co. of Omaha, Neb. E. C. Garrity will take over his former

duties as general manager of Cudahy's Salt Lake City plant.

- **Kivie Kaplan**, vice president and general manager of Colonial Tanning Co., Inc., Boston, has been named National Membership Chairman for the Shoe, Leather and Allied Trades in the National Association for the Advancement of Colored People.

- One of the more delighted visitors to the Tanners Convention at the Boca Raton Club in Florida last week was **Dave Poole** of W. D. Byron & Sons, Maryland tanner. Poole bagged a 7 foot 4 inch white Marlin, weight 60 pounds, on his first attempt at deep sea fishing in Florida. The catch was made from **Fred Hilterhaus'** boat, Hokay. Onlookers were **Fred Hilterhaus**, **Charles W. Lizer** and **Jim Cavanaugh**.

- **Stan Johnson** has been appointed sales manager for the Rice-O'Neill and Peacock lines of women's dress shoes made by Boyd-Jones Shoe Co. **Gilbert Jonas**, vice president, will continue as chief of design. Johnson has been with Boyd-Jones since 1951.

- Eastern Shank Co. of South Easton, Mass., has named **Eli Nagen** as its New York and Pennsylvania sales agent.

- **Maurice Kennedy** is new upper leather and bottom stock buyer for Carlisle Shoe Co. of Carlisle, Pa. Kennedy has been a leather buyer for many years, formerly with Julius Grossman. He replaces Al Verdekai who has resigned to open his own business, Capital Handcrafts, Inc., in Harrisburg, Pa.

- **Acme Leather Co., Inc.** of Peabody has increased output of its new line of Mel-O-Tan and Softee leathers. Specializing in bends, Mel-O-Tan leathers are reported receiving wide interest in the trade.

- **Weiss-Lawrence, Inc.**, Dover shoe manufacturer, is reported negotiating for the purchase of the Farmington Shoe factory on Sixth St. in Dover from **Beckwith Mfg. Co.**, Dover maker of box toes. Charles Drake, building superintendent, reports that sale of the building has been nearly completed.

- **Julius Schwartz**, Brooklyn shoe designer, has filed voluntary petition in bankruptcy, it is reported. Liabilities are listed at \$16,460 and assets at \$14,090.



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<p><b>LAST PLANTS</b></p> <p>Brockton, Mass. Johnson City, N. Y. Portsmouth, Ohio St. Louis, Mo.</p>	<p><b>SAW AND BLOCK MILLS</b></p> <p>Antigo, Wisc. Donken, Mich.</p>	<p><b>HEEL PLANTS</b></p> <p>Antigo, Wisc. Johnson City, N. Y. Portsmouth, Ohio</p>
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LEATHERS

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**INNERSOLES**

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**WEDGIES**

**LYNN INNERSOLE CO., ALLSTON, MASS.**

## Deaths

### Alfred Russo

... 51, *leather executive*, died April 2 at his home in Los Angeles, Cal., after an illness of four months. He was founder and manager of the Russo Leather & Findings Co., Los Angeles shoe findings firm. A native of the Greek island of Rhodes, Russo came to the U. S. in 1921 and founded his firm in 1929. For three years he served as a director of the Shoe Service Institute of America. Surviving are his wife, Matilda, four brothers and two sisters.

### Arthur B. Bernard

... former *leather executive*, died April 7 at his home in Newtonville, Mass. He was a former partner with his brother in the Bernard Leather Co., Boston leather firm. He had been engaged in the real estate business in recent years. He leaves his wife, a daughter and a brother.

### Donald B. Kingsbury

... 87, *leather executive*, who retired about 15 years ago after serving for many years as president of the N. H. Mawhenney Leather Co. in Boston, died recently at a convalescent home in Enfield, N. H. Kingsbury was a native of Quincy, Ill., and had lived in Canaan, N. H., for the past three years. He had been a summer resident of that community for more than 30 years. He was a member of the Boston Shoe Associates and the Ancient and Honorable Artillery Company in Boston.

### Harvey F. Henderson

... 86, who was *foreman* of the finishing department at the Winchester Tannery Co. in Winchester, N. H., for many years, died at Elliot Community Hospital in nearby Keene, April 9, after being a patient there for several weeks. Henderson was born in Norfolk, N. Y., and moved to Winchester in 1888. Survivors include his wife, Bess C.; three sons and two daughters.

### Chester A. Bodwell

... 65, former *superintendent* of the Roberts-Hart Co. in Keene, N. H., and other shoe factories throughout New Hampshire, Massachusetts and Maine, died suddenly at his home at 32 Water Street, Keene, recently. Bodwell was born in Sanford, Me., and learned the shoe manufacturing business as a youth. He became well known as a factory executive throughout New England.



# LEATHER MARKETS FIRM UP AS HIDE PRICE ADVANCE

*Strengthening Of Rawstock Prices Enables Tanners  
To Hold Lists*

## NEW YORK MARKET

**Upper Leather:** Situation slow due mostly to the strike in the stitch-down shoe factories, which has held up business. However, in the high grade factories, not much doing either, since it is between seasons now and most of the factories are waiting for more shoe orders before they go ahead on leather.

Large spread elk of 4½-5 ounce held from 40-44c and down depending on tannage etc., while combination tannages of the same weight and spread are generally 48-46c and down, again according to tannage.

**Calfskins:** It is definitely between seasons here and little is done in calfskins, either suede or smooth at the moment. Most trades figure suede is going to be good this season but say it is too soon for the bulk of the orders. Prices a little lower—that is tanners' lists are lower—but actually prices are still 98c to \$1.00 and down on women's weight suede and 85-90c and down on smooth. Lists were up to \$1.10 and even \$1.15 on women's weight suede but few are getting full lists except in cases where the customer wants something special and special shipment.

## Sole Same

Not much change in Boston sole leather markets. Advances averag-

ing 1c on hide market enable tanners to hold close to lists. Buyers still not rushing in with commitments.

Bends prices listed as follows: above 10 irons, 54c for No. 1's, No. 2's. Tannery run 52c and below. 9/10 irons 56-57c and below. 8/9 irons 63c and below. Light bends slow at 65-68c.

## Sole Offal Mixed

There is still good business in steer and cow bellies in Boston but sole offal tanners and dealers report other selections not too active. As this is still off-season, not much activity expected before next month.

Steer bellies still listed up to 27c, cow bellies to 28c. Better sales below this. Double rough shoulders move fairly well at 56c and down for lightweights, 50c and below for tannery run heavyweights. Single shoulders quiet in mid-40's. Heads slack at 16-17c, fore shanks moderate at 15c, hind shanks at 17-19c.

## Calf Slow

Declines in lightweight calfskin last week failed to stimulate much new leather business. Tanners have reduced lists another 2-3c and brought in some new sales. However, this is still off-season and little is expected until new season begins next month.

Prices generally as follows: Wom-

## Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1952 HIGH
CALF (Men's HM)	80-1.10	85-1.14	70-97	85-1.10
CALF (Women's)	70-92	80-98	60-80	80-1.03
CALF SUEDE	70-95	80-1.05	60-85	85-1.10
KID (Black Glazed)	75-90	75-90	70-90	75-90
KID SUEDE	80-96	80-96	70-92	80-96
PATENT (Extreme)	56-62	56-62	55-80	56-60
SHEEP (Russet Linings)	18-32	18-32	18-28	18-32
KIPS (Combination)	56-60	56-60	45-48	56-60
EXTREMES (Combination)	51-53	51-54	42-46	54-56
WORK ELK (Corrected)	38-42	38-44	36-40	38-46
SOLE (Light Bends)	65-68	65-68	65-70	68-72
BELLIES	27-28	25-26	22-24	26-27
SHOULDERS (Dble. Rgh.)	50-53	50-53	50-55	50-55
SPLITS (Lt. Suede)	33-38	31-36	36-38	35-39
SPLITS (Finished Linings)	18-22	18-22	15-20	24-26
SPLITS (Gussets)	13-15	15-17	18-22	18-20
WELTING (½ x ½)	8	8	12½	8
LIGHT NATIVE COWS	17½	19½	14-15	20

All prices quoted are the range on best selection of standard tannages using quality rawstock.

# TIOGA OAK

## SOLE LEATHER

the mark of  
QUALITY.



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from the  
finest  
packer  
hides  
available*

**BENDS BELLIES  
SHOULDERS  
CUT STOCK**

*Also Specialty Leathers  
for Belting, Hydraulics,  
Textiles, Packing and  
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**THE OHIO LEATHER CO.**

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Specialty Leathers  
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**KLENZETTE**  
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**ROSS-ETTE**  
and the popular

**ORIGINAL GENUINE**  
**Kleenette**  
WASHABLE LEATHER

A H ROSS & Sons Co.  
Chicago 22 Illinois

en's weight smooth calf, 90c and down, with best interest in mid-70's and below. Men's weight smooth calf still listed around \$1.10 and below but only worthwhile sales in low 90's. Suede finds some business in middle and low 90's.

### Sheep Holds

Steady position of pickled skin market keep sheep leather prices at recent levels in Boston. There is a constant amount of business here, despite pronounced price resistance reported from some quarters. Linings find good interest from Southwest and some from New England.

Russet linings still wanted at 23c. Boot linings held at 27c and below; a few tanners ask 28c. Chrome moving at 31c and below. Colored vegetable linings bring 28c and below for high colors; a cent less for staples. Garment suede still strong and active at 35-34c and below.

### Sides Spotty

Strengthening of hide market again enables side leather tanners to revive flagging list prices. Tanners now refuse to consider buyers' offers with same interest they showed last week. On the other hand, leather buyers still interested only at a price or when they really need leather.

Combination-tanned extremes listed at 53c down to 45c for HM weights. M weights a cent less. Large spreads all over a lot; M weights 48-47c and below. Work shoe retan 36-40c, work shoe elk 38-42c.

Kip not as firm as heretofore, with calf weaker. Combination-tanned kip sides 60c and below for HM weights.

### Splits Unchanged

Not too much doing in Boston splits market this week. Tanners say firming of hide market makes it necessary for them to hold close to lists, entertain less ideas of concessions.

Women's weight suede splits still at 39-34c for colors, one cent less for black. Men's weights not too active at 2c above this. Heavies at 44c and below for black and colors. Linings moderate at 22c down to 17c. Gussets same at 15-13c.

Lightweight flexible innersole splits 27-22c; HM weights 30-25c; H weights 37-32c. Naturals still at 25-20c for M weights, 36-29c for H weights.

### Kid Fair

Kid leather tanners of Philadelphia say although this is traditionally a slow "between season" period, business is not at all bad.

Black suede selling well. Glazed in demand in black, dark brown for mens' shoes, and lighter brown for women's shoes. Nothing said this week about dark blue either in suede or glazed. Demand mainly for top grade glazed at a price of \$1.00 which tanners are currently getting without trouble.

Many tanners also reporting good business in dark brown slipper leathers; that is, good for this time of the year and a definite increase over the past few weeks. Linings coming along well. Nothing new reported in crushed. Nothing on satin mats.

### Belting Slow

Belting leather tanners of Philadelphia say that business is on the "slowish" side. However most tanners do not feel it has anything to do with the market jitters that occurred as a result of peace discussions. They feel that when there is demand for their product, it will sell. However, with curriers experiencing an increased business, the rough leather tanners expect increased orders fairly soon.

Curriers say the business has shown a definite increase—especially orders from New England. The Southern textile mills still haven't done much buying but this past week showed sufficient business from other areas to make up for this.

### AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Selc.	No. 2	No. 3
Butt Bands	1.30-1.25	1.25-1.31	1.13-1.27
Centers 12"	1.61-1.64	1.51-1.55	1.39-1.45
Centers 24"-28"	1.56-1.58	1.49-1.53	1.46-1.53
Centers 30"	1.47-1.52	1.41-1.47	1.31-1.43
Wide Sides	1.21-1.25	1.15-1.21	1.05-1.14
Narrow Sides	1.15-1.17	1.10-1.13	1.06-1.07

Premiums to be added: Ex Light, plus 5c-10c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

### Bag, Case and Strap Fair

Sales of case leather reported at 40-42c for 2/3 ounce and from 43-45c for 3/4 ounce. Inside prices more representative of the market in late dealings. A seasonal upturn in case leather business expected but demand seems slow in developing.

Sales of strap leather rather spasmodic and here, too, price concessions made to secure new orders. Grade A russet strap leather of 4/5 ounce moved at 51-52c, 5/6 ounce at 53c, 6/7 ounce 55c, 7/8 ounce 57c, 8/9 ounce 59c, 9/10 ounce 62c and 10/11 ounce 65c.

B Grade russet brings 3c less and Grade C sold at 6c to 7c under Grade A. Colors and glazed finish continue to bring premiums of 2-3c over natural russet.

## Work Glove Steady

A few more inquiries reported for work glove leather this week. The improved interest resulted in a little more business at steady prices. While some business was placed at the lower end of recently quoted price ranges, sellers inclined to firm up in their views and talk a cent higher or in line with top quoted prices.

LM weight work glove splits of No. 1 grade quoted at 14-15c, No. 2 grade at 13-14c and No. 3 grade at 12-13c. M weight alone of No. 1 grade ranged 16-17c, No. 2 grade at 15-16c and No. 3 grade at 14-15c.

## Garment Good

Continued demand for sheepskin garment leather has been somewhat surprising to many members of the trade. Some additional business placed and many tanners say they will be kept quite busy producing and shipping leather owed on orders they have on books.

Suede sheepskin garment leather in best demand, good tannages bringing 34-35c and down and choice production of top quality up to 38c and down. Grain finish last sold at 32c and down but top quality tannages generally held at higher prices.

Business in horsehide garment leather somewhat routine. A few fill-in orders booked wherever tanners have found they can meet delivery dates requested by buyers. Better tannages still quoted at 42c and down with last reported business on that basis.

## Glove Leathers Quiet

Garment suedes in heavy demand at prices from 40c down for the water-repellent variety. Other tannages bring 36c and 38c for the top grades. Reported that domestic garment grains bringing 33c and 31c for the smooth and 28c to 30c for the pigtex.

Fair demand for men's grey suedes in the glove field. Prices quoted are 38c for the tops and 32c for the seconds. Cabretta prices firm from 75c down but demand is extremely light. Some call for pigskins but buyers are critical and shopping for price.

## Tanning Materials Firm

Tanning Materials market continued firm with no price changes this week, but buying inquiry is spotty and lacks any great enthusiasm. Tanning Extracts unchanged. Tanning

Oils very steady; quotations same, in market featuring continued strength of some raw oils.

## Raw Tanning Materials

Divi Divi, Dom., 45% basis shp't, bag	\$73.00-75.00
Wattle bark, ton	"Fair Average" \$104.00
	"Merchantable" \$100.00
Sumac, 28% leaf	\$115.00
Ground	\$115.00
Myrobalans, J. I's Bombay	\$46.00
Sorted	\$48.50
Genuine	\$53.50
Crushed 40%	\$63.00
Valonia Cups, 30-32% guaranteed	\$65.50
Valonia Beards, 42% guaranteed	\$88.00
Mangrove Bark, 30%, So. Am.	\$59.00
Mangrove Bark, 38%, E. African	\$79.00-80.00


## Tanning Extracts\*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	4.25
Tank cars	5.10
Barrels, c.l.	5.42
Barrels, l.c.l.	
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	10.92
Bags, c.l.	11.65
Bags, l.c.l.	
Cutch, solid Borneo, 55% tannin	.06%
Hemlock Extract, 25% tannin, tk. cars	.0625
f.o.b. works	.06%
bbls. c.l.	
Oak bark extract, 25% tannin, lb.	.06%
bbls. 6 1/4-8 1/4, tks.	
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l.	.11 31/64
Solid clar., basis 64% tannin, c.l.	.12 3/16
Wattle extract, solid, c.l., East African	.10%
Wattle extract, solid, c.l., South African	.11%
Powdered super spruce, bags, c.l.	.05%
.05%; l.c.l.	
Spruce extract, tks., f.o.b. wks.	.01%
Myrobalan extract, solid, 55% tannin	.07%
Myrobalan extract, powdered, 60% tannin	.10
Valonia extract, powdered, 63% tannin	.10
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11%
Oakwood, Swedish, solid, 60-62%	.11%
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11%
Larchbark, powdered, Swedish spray-dried, 58-60%	.12%

## Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	.90-.95
Cod, sulphonated, pure 25% moisture	.13-.13 1/2
Cod, sulphonated, 25% added mineral	.12
Cod, sulphonated, 50% added mineral	.10 1/2
Castor oil, No. 1 C.P. drs. l.c.l.	.28%
Sulphonated castor oil, 75%	.26
Linseed oil, tks., f.o.b. Minn.	.152
drums	.167
Neatsfoot, 20° C.T.	.32
Neatsfoot, 30° C.T.	.30
Neatsfoot, prime drums, c.l.	.16
l.c.l.	.18
Neatsfoot, sulphonated, 75%	.16%-17%
Olive, denatured, drs. gal.	2.05
Waterless Moellon	.14
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11-.12
Common degreas	.18-.20
Neutral degreas	.30-.31
Sulphonated Tallow, 75%	.11-.12
Sulphonated Tallow, 50%	.07-.08
Sponging compound	.13-.14
Split Oil	.11-.12
Sulphonated sperm, 25% moisture	.14-.15
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.16
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.15
Petroleum Oils, 100 seconds Visc., tks., f.o.b.	.14

\*Imported Extracts are plus duty.



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## HIDE MARKET STRENGTHENS AGAIN AS TANNERS SHOW NEW INTEREST

### Appearance Of Better Quality Hides Spurs Buying In Most Centers

#### Big Packers Strengthen

A reversal of the recent downward trend in big packer hide prices witnessed this week. Change in position of the market attributed to several factors. Despite heavy marketings of live cattle and prospects for fairly liberal supplies of domestic hides in the months ahead, demand from tanners and dealers broadened with buyers inclined to reach for better quality hides now being produced.

Late in the preceding week, packers were able to clean up most available supplies of poor quality winter hides. Better quality hides now coming forward with percentages of grub content declining at many points. Also, hides run shorter hair and less manure. Only a few packs dating back into March left to be sold in packers' cellars this week, usually found at slow-making points. Some of these hides were sold this week, placing most packers in a good position with only better quality April hides to offer.

Light cows, weakest of big packer selections in the past few weeks,

steadied on sales at 16½¢ for March and 17¢ for April takeoff at several points. Stability encouraging enough to bring more buyers into the market and close to 10,000 sold early this week up to 17½¢ for late March forward takeoff, registering a net gain of one cent. Light native steers also brought a cent higher on sales at 17¢. Available offerings of native and branded bulls were sold in the big packer market late last week at 10½¢ and 9½¢ but one independent packer this week sold 600 bulls at 11¢ for natives and 10¢ for brands.

#### Independents Up

Packers' Assn. early this week obtained half-cent advance on several selections, selling 1,500 heavy native steers at 13¢, 2,400 branded steers at 11½¢ for butts and 11¢ for Colorado and 1,400 branded cows at 13½¢. Another large independent packer on Monday sold 900 heavy native steers at 13¢; 900 light cows at 17¢, 800 branded cows at 13½¢, 1,500 branded steers at 11½¢ and 11¢

### HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Apr. 16	Close Apr. 9	High For Week	Low For Week	Net Change
July .....	17.25B	16.35T	17.47	16.32	+ 90
October .....	16.90B	15.05B	17.10	15.90	+185
January .....	16.40B	15.65B	16.60	15.50	+ 75
April .....	16.15B	15.40B	15.50	15.50	+ 75
July .....	15.85B	15.15B	15.92	15.40	+ 70
October .....	15.60B	.....	15.70	15.15	.....

Total Sales: 387 lots

### HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers .....	13½	12½-13	12½-13	10 -10½
Light native steers .....	17	16	18	15
Ex. light native steers .....	19½	19½	21	16½-17
Heavy native cows .....	14 -15½	14 -15	14 -15½	12 -13
Light native cows .....	17½	16 -17	18	13½-14½
Heavy Texas steers .....	12N	11½	11½	9 - 9½
Butt branded steers .....	11½	11	11	9 - 9½
Light Texas steers .....	14½	14½	16	12 -12½
Ex. light Texas steers .....	17½	17½	19	14 -14½
Colorado steers .....	11	10½	10½	8 - 8½
Branded cows .....	13½-14	13 -13½	13 -13½	12
Native Bulls .....	10½-11	10 -11	11	8½- 9
Branded Bulls .....	9½-10	9 -10	10	7½- 8
Packer calfskins .....	44 -55	44 -55	49½-57½	27½-37½
Packer kipskins .....	31 -37½	31 -37½	31 -37½	20 -24

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.



and 600 bulls at 11c for native and 10c for branded.

Later, Packers' Ass'n sold 800 light native steers at 17c, 2,000 light cows at 17½c and 1,500 heavy cows at 15½c. A large Iowa packer sold 1,200 Ottumwa heavy native steers at 13½c while a Minnesota packer sold 900 light native cows at 17½c.

On the Pacific Coast late last week, one of the packers sold 2,800 April hides at 11c for butts, 10½c for Colordos, 13c for branded cows with a few ex. light and light steers at 14c.

#### **Small Packers Advance**

Some sales of small packer productions made at better prices. Some 45-46 lb. avg. hides were sold at 16½c while 48-50 avg. sold at 15½c fob. Some 49 lb. avg. small packers also sold at 15c flat fob. Later, sales of 50-52 lb. avg. hides made at 14½-15c selected fob., shipping points and the latter price bid for more.

Several cars of 61-62 lb. avg. sold at 12½c for natives and 11c for brands and later a couple cars of 60 lb. avg. brought 13c and 11½c selected fob., but more offered on that basis, buyers usually bidding ½c to 1c less.

#### **Country Hides Firmed**

This market has firmed up but trading limited because offerings from country sellers more difficult to obtain and usually held at higher prices.

Good locker-butcher hides free of renderers have some call in the range of 12-12½c flat tr'd. fob. shipping points and mixed lots containing moderate percentages of renderers at prices ranging up to 11½-12c. for around 50 lb. avg. hides. Renderer hides moved at 11-11½c for 48-50 lb. avg. and lighter stock averaging 46-48 lbs. commanded 12c fob.

One car 49 lb. avg. glue hides sold at 10c fob. Country bulls range 7½-8c fob.

#### **Calf and Kip Undecided**

Last trading in calf involved about 30,000 sold by two big packers at 47½c for heavies and 45c for lights from Wisconsin plants producing all-weight calf while St. Paul light calf brought 45c. These sales took most of the April production at these plants so that the packers do not have much left to offer right now.

Northern kip and overweights quoted at 37½-32½c and southern at 36-31c as based on the last reported trading. Big packers sold regular slunks ahead into production some time back at \$2.25 but this price is still considered the nominal market.

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### HIDES—CALFSKINS—GOATSKINS—REPTILES

### DOMESTIC—EXPORT—IMPORT

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10 High Street, Boston 10, Mass.

Large hairless slunks were sold at 80c.

New trading in small packer skins difficult to confirm and allweight calf nominally quoted at 40-45c with kip held at last realized prices of 32½-33½ by some sellers. Same situation prevails in country skins. In carload lots, country allweight calf nominally quoted 20-21c and kip at 17-18c awaiting new sales.

#### Horsehides Firm

This market has firmer undertone. Following sales of good northern slaughterer whole hides reported at \$9.75-10.00 for untr'd. and \$9.00-9.25 for trimmed productions fob. shipping points, sellers have little to offer.

Some sales of horse tails reported at higher prices ranging up to \$1.00-1.10 selected with stumps and burrys out.

Cut stocks has held fairly steady so far as fronts are concerned, good northerns bringing \$6.25-6.50. Butts firmed up and moved at \$3.25-3.50 for 22" and up.

#### Sheep Pelts Mixed

Situation in shearlings and clips appears somewhat mixed. Production showing a seasonal increase and packers have been selling clips and No. 1s at a rather wide range of prices depending upon quality, shipping points, etc.

Big packer clips have sold in a range of \$2.85-3.10 as to sellers and lots involved and No. 1 shearlings at \$2.25 to as high as \$2.60 with a number of sales at prices in-between. Last trading in No. 2 shearlings at \$1.70 and in No. 3s at \$1.10.

Current production packer wool pelts nominally quoted at \$4.70-4.80 per cwt. liveweight basis. Some sellers talk up to \$5.00 which was reported paid in the East for one choice lot. Full wool dry pelts ranged 28-30c delivered.

Some pickled skins sold at \$13.00 per dozen for lambs and \$14.00 per dozen for sheep.

#### Dry Sheepskins Slack

Market slow as most buyers showing very little interest and usually at prices below sellers' ideas.

Reports from Chile say practically all frigorifico shearlings sold to England at 43 pence per lb. fob. Punta Arenas. American buyers interested but not at this figure. Offerings of Cape shearlings, ¼-1½ inch at 30 pence and ⅝-1½ inch at 36 pence, c&f, with no counter bids obtainable. No further sales of Argentine shearlings while the Montevideo market said far above ours.

Wool sheep markets continue firm and usually above buyers' views here. At the Australian auctions, Sydney reported 65,000 skins offered with lambskins four to eight pence and all other descriptions three to six pence lower, while at Melbourne, market generally three to six pence lower with medium and low cross-breds most affected.

Hair sheep markets nominal. Some trading finally developed in Addis-ababa butcher skins at \$13.00-13.50 per dozen, c&f. Not much doing in Brazil cabrettas. Mombasas and Nigerians quiet and nominal. Dry salted Sudans, Mochas, etc., skins quiet.

Local selling quarters state they have difficulty in interesting buyers in Peruvian slats. Asking prices at origin remain very firm. No change in Papra slats with buyers here showing very little interest.

### Pickled Skins Mixed

While there has been fairly good business in Iranian pickled sheepskins, prices have been easing. Sellers state that following sales up to \$14.50 per dozen, late trading down to \$13.00 per dozen with several thousand moved.

New Zealand market continues firm and following direct sales of "Wallacetown" lambs at 105 shillings, 5,000 dozen offered on tender sold at 107 shillings to U. S. Some "Longburn" lambs sold at 108 shillings.

Sheep rather quiet of late. Lambs said to be pretty well finished as regards volume and, as quality is getting poorer, buyers beginning to show some price resistance. However, not many offers received, especially of North Islands.

Domestic market steady with lambs going at \$13 and sheep at \$14.

### Reptiles Sluggish

Buyers less aggressive as they had bought fairly large-sized quantities, especially of lizards, and are waiting to see what the leather will do with the various shoe shows coming up. Shippers at origin said less firm and willing to accept some of the recent bids.

Some Brazil back cut tejus sold at 80c fob., giboias at 45c fob. and chameleons at 16c fob. Offers of Madras bark tanned whips, 4 inches up, averaging 4½ inches, 60/40 selection, at 60c, and cobras, averaging 4¾ inches, 70/30 selection, at 42-44c, failed to interest buyers.

However, a bid of 90c for Bengal back cut lizards, 11 inches up, averaging 12 inches, 80c for 10 inches up, averaging 11 inches, and 69c for 9 inches up, averaging 10 inches, 80/20

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Mol. Wt. .... 78.1  
M.P. .... 100°C

Light buff colored solid in flake form. Rapidly soluble in water; slightly soluble in alcohol; insoluble in ether. Also available in solid form.

#### ANALYSIS

Na<sub>2</sub>S ..... 60 to 62%  
NaCl ..... 1.5% Max.  
Other Na Salts ..... 2.0% Max.  
Fe ..... 8 ppm Max.  
Cu, Ni, Cr, Mn, Pb... 1 ppm Max.  
Water of crystallization 35% Min.

#### SHIPPING CONTAINERS

Steel drums .... 90 and 350 lbs. net

### SODIUM SULFHYDRATE—NaSH

(sodium hydrosulfide)

Mol. Wt. .... 56.1  
M.P. .... 95°C

Light lemon colored solid in flake form. Completely and rapidly soluble in water, alcohol and ether.

#### ANALYSIS

NaSH ..... 70 to 72%  
Na<sub>2</sub>S ..... 2.5% Max.  
NaCl ..... 0.8% Max.  
Na<sub>2</sub>SO<sub>3</sub> and NaHCO<sub>3</sub> 0.4% Max.  
Fe ..... 5 ppm Max.  
Cu, Ni, Cr, Mn, Pb... 1 ppm Max.  
Water of crystallization 28 to 26%

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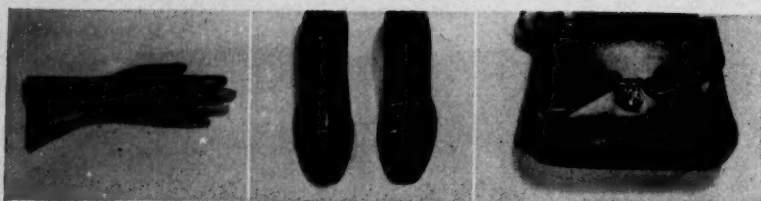
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**HIDES—CALFSKINS—PELTS**

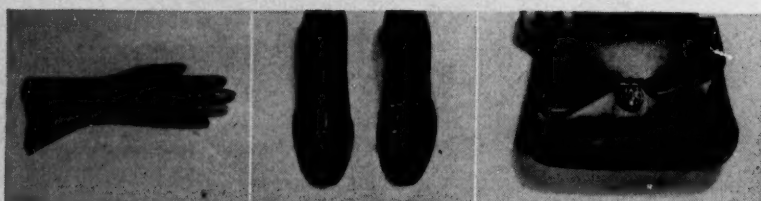
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selection, May shipment, not accepted. A lot of 11 inches up, averaging 12 inches, 75/25 assortment, sold at \$1.00 for April-May shipment. Bid of 31c refused for wet salted Agra back cut lizards, 9 inches up, averaging 10 inches, 80/20 selection.

Couple thousand alum tanned ram-godies, 10 inches up, averaging 15/16 inches, April-May shipment, sold at 13½c. All No. 2 Malayan ring lizards sold at \$1.20 while some alligators, 10 inches up, averaging 16/21 inches, sold at \$1.12 an inch.

### Deerskins Move

While there is relatively little call for Brazil "jacks," selling quarters state that deerskin leather for gloves has been in active call and some fair-sized sales reported. As regards Brazil "jacks," reported that some sold at 50c fob. However, while this seems to be buyers' ideas with most shippers talking 55c fob. and even higher.

No offers of New Zealand deerskins for shipment but a bid of 80c reported for a small lot on spot. Now confirmed that the lot offered on tender recently brought the equivalent of 97c cif.

### Pigskins Unsteady

Although shippers seem to be firm, buyers here showing less interest and will only trade at reductions and then principally on greys as there is very little call for blacks, except at low prices.

Reports that spot lots of black peccaries have been selling with Peruvians moved at \$1.50 and Manaos at \$1.60, basis manufacturers. For shipment, sellers asking \$2.10 fob. for Manaos greys and \$1.60 for blacks with buyers' views around \$1.90-\$1.95 fob. for the greys and anywhere from \$1.20 fob. up on the blacks.

Some Manaos and Peruvian grey peccaries sold at around \$2.30, basis manufacturers, but for shipment, buyers' ideas on the Peruvian grey peccaries somewhere between \$1.60-\$1.70 fob.—shippers unwilling to accept.

Maranhao grey peccaries available at \$1.50 fob. Southern sellers to Europe; also Chaco carpinchos at prices above buyers' views here.

Wet salted capivaras in good call and while buyers willing to meet last prices to slightly higher, unwilling to trade at sellers' views. Some late sales Para grey peccaries at \$1.70, blacks at \$1.45 and wet salted capivaras at \$2.50, fob., basis importers.



# NEWS QUICKS

About people and happenings coast to coast

## Connecticut

• **Parva Buckle Co.**, Mt. Carmel, has named **Donovan Industries, Inc.**, New York, sales agent for its tongueless shoe buckles in New England. **Jefferson Leather Co.** of Boston will represent Parva in New England as sub-agents for Donovan Industries. The latter replaces James F. Fitzsimmons in the territory.

## Maine

• **Penobscot Shoe Co.** and **Old Town Shoe Co.**, both of Old Town, have appointed **Silton Brothers, Inc.**, as advertising and merchandising counsel.

## Kentucky

• Employees of the **International Shoe Co.** plant at Paducah recently struck for several days for an undisclosed reason. The walkout involved some 750 worker-members of Local 638, Boot and Shoe Workers Union, AFL.

## California

• **Suedecraft of California**, Los Angeles manufacturer of suede and glove leather, has filed voluntary petition in bankruptcy without schedules, it is reported.

## Ohio

• **Schawe-Gerwin Co., Inc.**, Cincinnati shoe manufacturer, is planning to erect a new plant in Medora, Ind.

## Missouri

• **Universal Wood Heel Co.** recently commenced business with offices at 1323 Geyer Ave., St. Louis. Principals are O. Bonney and W. Butler.

## Florida

• **Kay's-Newport, Inc.**, retail chain with headquarters in Providence, R. I., recently acquired the store of **Delman, Inc.**, at Miami Beach.

## New York

• Creditors of **Gard Footwear Corp.**, Brooklyn shoe manufacturer, have agreed to the company's proposal for Chapter XI settlement. Proposal calls for 10 percent cash upon confirmation and 30 percent in three following months. Liabilities are listed at \$47,000 and assets at \$54,000.

• **Gruenstein Tanning Co.** has been organized to tan leathers at 82 Fulton St. in Brooklyn. Principal is Fritz Gruenstein.

## New Hampshire

• The **New Hampshire Shoe Workers' Union** has approved a new pension plan for the 4,000 employees of **J. F. McElwain Co.** shoe plants in Manchester and Nashua. The plan, aimed at supplementing the workers'

Federal Social Security benefits, will be approved finally in next year's contract. Details have not been disclosed as yet.

## Massachusetts

• **Graton & Knight Co.**, Worcester, world's largest maker of industrial leather, will convert all its machinery from steam to electric power as the final phase of a two-year \$500,000 modernization program, according to David S. Williams, president of the firm. Graton & Knight claims to be the only concern in the world processing green hides into finished leather goods in a single plant.

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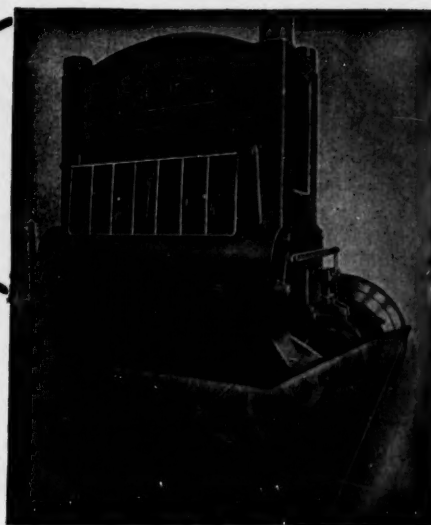
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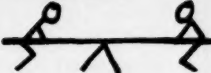
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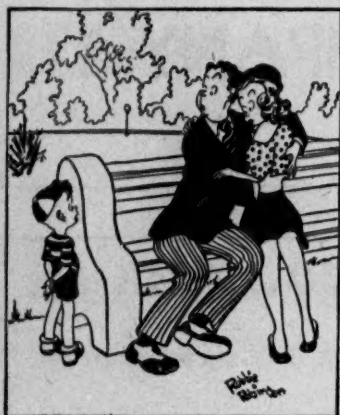


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 Gordon Krause. Bottom: Richard Bernhein, Ed Drew,  
 E. H. Buettner, Jim Derryberry.

## TANNERS SEE

(Concluded from Page 8)

Argentine livestock population. He said that Argentina is sold ahead in a variety of hides, that meat shipments to the United Kingdom have been reduced, and that Argentina, ordinarily a meat-surplus country, is experiencing some meatless days imposed by the government.

Another question dealing with exportation of hides from the U. S. was answered by Glass, Drew and Schnitzer. Schnitzer said that he thought the government was imposing decontrols too rapidly to allow for proper adjustments, such as hide exports. Glass stated that we should keep a close check on the movement of domestic hides out of the country. Drew said that he thought large-scale hide exports would continue as long as plenty of U. S. foreign aid dollars were being made available. But, he added, if foreign countries are buying from us, it indicates that their own domestic hide supplies are being accumulated, making for a larger world stockpile.

### Slaughter Up

A question dealing with the slaughter outlook was handled by Drew, who said that cattle slaughter for the first quarter of 1953 was substantially above the 10 percent predicted earlier. The original estimates for 1953 will be revised upward. On calfskins, the original estimates were for a 17 percent increase in 1953, but first quarter output has shown a 25 percent rise. This is expected to taper off over the year to pretty well approach the original estimate. On sheep slaughter, the original estimate was for little or no increase, but first quarter kill has shown a 17 percent rise. This, too, is expected to level off to be pretty close to original estimates.

A question dealing with failures within the shoe and leather industry was answered by Orry Oseland of the Council. Tanners, he said, have reported 300-400 accounts of their overdue, amounting to a total of about \$1,000,000 so far this year. These leather consuming firms have been failing at an average of about one per week. Fewer tanners themselves, however, have been in financial trouble. There has been much improvement in the financial status of this group.



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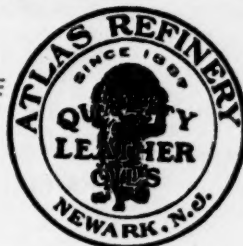
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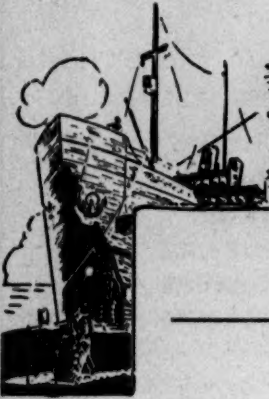


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*Top row, left to right: Ralph Ewe, George Webster, Max Frank, Stan Rawson, Mr. and Mrs. E. Gonzalez, Harry Remus, Mr. and Mrs. George Ramirez. Bottom: Selma and Z. J. Dembo and Alfred E. Greene pose before their "catch"; Saul and Mrs. Stockman, Emery and Mrs. Huvos.*

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## JONES

(Continued from Page 10)

will if the present specious reasoning in high circles is followed by the kind of action for which the stage is being laid, will our economic dislocation really help progress abroad?

Is it not time to suggest that in Europe and elsewhere standards of living be raised by introducing freer competition, by discouraging monopolies and cartels which foster profits at the expense of mass markets? Is it not time to ask that the United States positively seek the end of the artificial restrictions and devices in international trade instead of permitting other countries to procrastinate with realities?

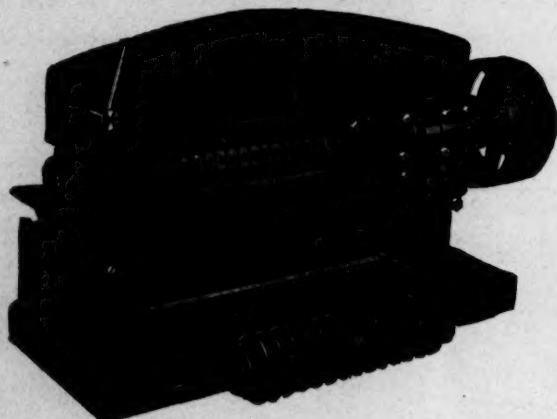
Let me give you some illustrations of what I have in mind. Less than two weeks ago, I saw an amazingly revealing dispatch in the *New York Times*—"Germany's ancient and indestructible monopolies administered last night one of the most serious and humiliating defeats suffered by United States policy makers since the occupation was established in 1945." The dispatch then goes on to point out that industrial cartels had been re-established and that free enterprise took a serious blow.

### A Solid Foundation

Is the tariff structure of the United States the real problem? Nonsense. Free enterprise and competition in this country have created a mass market which is the solid foundation of our living standards and the hope for our continued prosperity. We cannot pick other countries up by our boot straps and any attempt to do that is patently absurd and can only result in hardship for important segments of business and wage earners in the United States without any real benefit to the mass of people abroad. Their benefits must come primarily from expansion of their own domestic markets, from higher living standards, from fresh vigor and life by the destruction of crippling cartels, monopolies and the whole vicious circle of artificial restrictions.

I propose, as the tariff platform of this industry, that there be an end to the pointing of the finger at our modest and almost insignificant tariffs. We have a wage cost three or four times higher than in other countries and to ignore that fact is dishonest and economically destructive. We are willing to compete on equal terms with anyone else but we do not propose to be tied hand and foot in competition with industries which have ignored reciprocity and have labor costs one-quarter or one-

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third of ours and which have permitted artificial restrictions on trade. I propose as our tariff platform to demand that others practice what we practice and that light be thrown on the real issues before this country and the world.

My digression on the tariff does not leave me much time to refer to other problems uppermost in your mind and foremost in the administration of the Council. The most significant of these, it seems to me, is the existence of a kind of profitless prosperity for quite a few months. Taken by itself, that phrase and the figures it reflects are meaningless. What is important is a whole range of matters, including production costs as well as our merchandising and selling methods. Those problems could have been expected; in a general way, we all saw them coming as an abnormal postwar era drew to an end. Their solution, however, is our responsibility and cannot be laid off on external conditions or on anyone else's shoulders.

### Misplaced Optimism

Against a background of so many matters which are of pressing and serious concern, it could be suggested that the optimism I offer you is slightly misplaced. There has never been a year in this business, however, when we have been free of incessant, endless problems. Our longer range appraisal of the industry, its place in the economy and our own place in it, should never be dictated by immediate circumstances and conditions which always loom so large, so serious and ominous.

My optimism about the tanning industry is based on another consideration entirely. I believe we have rounded what may be the most important corner tanning has encountered in many years. We have done that by taking the first and most important step in a fundamental readjustment; we have begun to attune ourselves mentally to new times, to new conditions, to new requirements for survival and success in business.

During the past year or two, many of us have come to feel and recognize that a great deal of water has flowed under the bridge of the American economic system. As an older industry with set habits and patterns of doing business, it has been hard for us to realize the obligation for change in order to adjust ourselves to new times. I believe we have done more than start in that direction and, as a result, we are now justified in the kind of solid optimism which can

enable tanners to realize and work for true potentialities of profitable business.

This industry has made tremendous progress in the past two years. It is not progress in terms of physical change and not, heaven knows, in our operating statements or balance sheets. It is the kind of progress which I have been able to perceive perhaps more clearly than most of you by virtue of the privilege I have had of my observation post as your President. It is progress measured by willingness to think about change and matched by the readiness to deal with new requirements of doing business on their merits. It is a truism that the biggest hurdles people have to overcome are always mental and you can pinpoint the history of suc-

cessful business by the ability to get over the mental obstacles.

What have we learned in the past year or so which I regard as the basis for optimism on the true potentialities of this industry? We have found that there is plenty of room for tanning in the expanding economy, that our products have a real and worthwhile place in the production and distribution of goods, that we have hardly begun to explore the true merits of our own products, that the techniques of product development, of modern merchandising and selling, of production and cost control, can be applied to our own business with astonishingly beneficial results. In short, I believe that this is an industry on the make, that we are now in our own element and going places.



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## VAN PELT

(Concluded from Page 12)

All of the tanners who were behind the program last year have endorsed it again, and quite a few of you have done so in language which should be gratifying to those responsible for planning and operations. Many more members of the allied trades have come to recognize the validity and value of the job being done and are giving the work their financial as well as moral support.

I believe that this industry has

demonstrated a tremendous capacity for initiative. We have done something which has never before been accomplished in the leather and leather products industries. We have to do something equally remarkable now. It is up to us to stick with a successful program, to work for its long-range benefits, to demonstrate that as an industry we are not going to fall into the trap that has befallen other industries, of easing their efforts when success had already been demonstrated.

One concluding thought I want to

leave with you. We can never be genuinely successful and prosperous as an industry unless we set out to make our markets and determine the demand for our products. It is my opinion that Leather Industries of America has opened up possibilities in that respect, possibilities more far-reaching than the industry realizes. The job that can be done in influencing and making markets for leather is something that should be part of every tanner's business because it is part of the formula for profitability.

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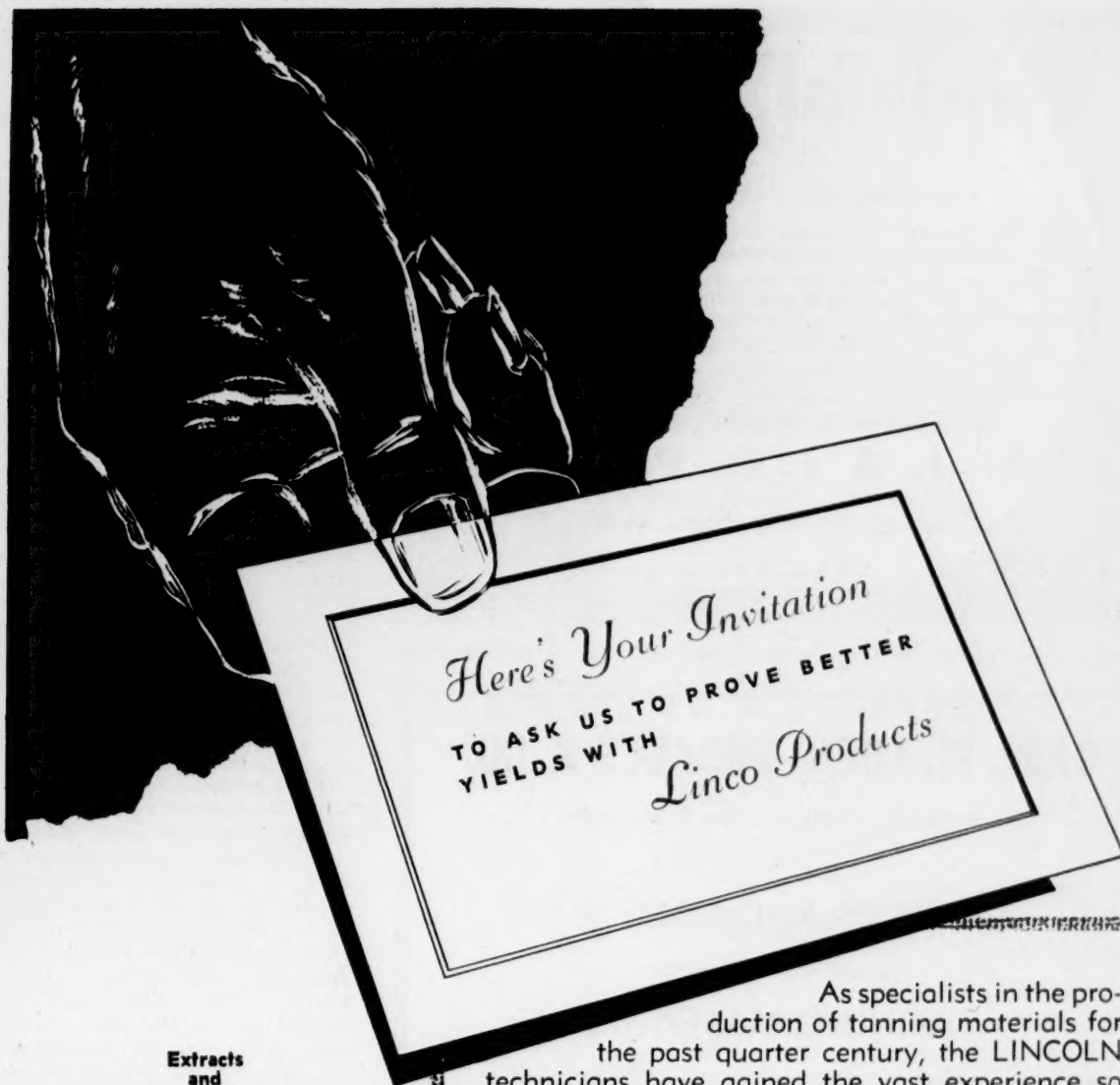
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## SULLIVAN

(Continued from Page 14)

prove our lot? It would involve considerable work, but no great amount of money. In fact, if it wouldn't look a bit forward for an individual to attempt it, I'd haul off and do it myself.

Let us start with the assumption that if we were doing a bang-up job of serving the public, we would not have a consumption problem. We know we have the brains and the willingness to succeed . . . but apparently our approach is wrong. The shoe and allied industries spend around \$25,000,000 a year on advertising, but a lot of that money must be missing the bull's eye. We have craftsmanship and quality to offer. We certainly have an abundance of styles, but that doesn't seem to be the answer. We could go on down the list indefinitely, but why don't we make a genuine effort to find out WHERE we're weak?

### Rent Town Hall

Here's what I'd like to see done during the Leather Show next September: First, rent Town Hall or Carnegie Hall. Then arrange for a discussion panel consisting of representative Tanners, Shoe Manufacturers and Retailers, members of the Allied Trades, Unions, Chains, Traveling Men, Advertising Agencies, and the Trade, Fashion and Consumer Press. By one means or another, invite questions and suggestions from people in those fields, plus the general public. Go through that mass of material and boil it down so that it would not be unwieldy . . . but by no means try to eliminate embarrassing questions. Then, with the offices of a capable moderator, spend as much time as necessary going after answers. Workable answers.

Instead of our usual practice of complete secrecy when we have anything of interest cooking, I'd lambast every medium of communication in the country with advance information. I'd invite representatives of every magazine, gazette, newspaper, radio, television, and the like to attend as spectators and assure them that no part of the forum would be "off the record." Let 'em know that what we want to do is to learn how we can better serve our customers and let the chips fall where they may as far as criticism is concerned. Those accepting the invitation to attend would be furnished reserved



seats and the rest of the house would be open to the public. And don't be afraid they wouldn't attend. Gentlemen, we who are in the shoe business have only the faintest idea how interested people in general are about shoes. We are experts at hiding our lights under the bushel.

I think maybe you-all assume that we retailers know more than we do. You live so close to your product that you can't see why everyone else doesn't love it and understand it as well as you do. But there is a way in which you could educate us . . . and incidentally enlist every one of us as salesmen for leather. The Navy and Air Force have been using the technique for years to teach their own people and to do a bit of polite lobbying, and it works like a charm.

### Traveling Displays

Get busy and design some traveling displays. Have samples of the various leathers, showing their raw state and the tannages and finishes they will take. Explain where they come from. Tell how each may best be used. Show pictures of yourselves at work in your tanneries . . . the American people are always interested in "how you make things." Then, at every Shoe Show in the country, get a suite and have the displays there for the folks to study. It shouldn't be difficult to arrange to have a member of the Tanners' Council always on hand to answer questions and get in a few plugs. With any publicity at all, you'd pack us in . . . and we'd leave smarter than when we arrived.

In between Shows, the displays would be busy, too. Route them like a number of the manufacturers do their traveling Stensgaard displays. That would cost you nothing at all. For example, schedule them for a week in each store requesting them, and ship them to that store collect; if the exhibit was in San Antonio this week, I'd gladly pay the charges to Laredo, then the merchant in Corpus Christi or Houston or Austin would pay the fare from Laredo to that city. Not only would such displays be valuable as educational material for the merchant's sales force, they would make powerful windows, too. The public would line up to see an innovation of this sort.

Exhibits of this kind would be naturals for every County and State Fair all over the land, too, thus adding millions of people to those who appreciate and call for leather.

There has been considerable interest lately, all through the Trade, in the trend toward concentration and



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integration in the shoe business. Naturally, that trend is being watched by you people, too, for several reasons. For one thing, some of the integrators also own tanneries. Also, if they concentrate enough of the shoe business into the hands of three or four big outfits (who already have their favorite leather resources), what might that do to those of you who are not the favored ones?

Even as recently as last October, I was not too excited. There was a good deal of talk about the dangers of Big-Eat-Little in the shoe world during the Directors' meeting of the National Shoe Retailers Association, but I was among the non-worriers.

Shucks, I said, those guys are only buying up things no one else wants. Maybe lack of ambition among the youngsters, or tax-reasons among the oldsters have kept the independents from taking over the firms that have been offered for sale.

Then they started moving into my backyard, and they did it in such a way that I saw the light pretty quickly. Those jokers want guaranteed customers, and they want them badly. Since they can make a better than average return on the money they loan to the "young men they help go in business for themselves," and thanks to the savings they effect by cutting salesmen's commissions

... plus that captive purchasing power, they think they have uncovered an entirely new and foolproof philosophy of economics.

But even the biggest can make mistakes and fall of their own weight. A little slow-down might show that the alert independent could run rings around some of the hungry giants. There are bound to be some spotty risks, and if gossip has any foundation at all, some of the rents are not exactly realistic.

Then, like the dog in the fable who dropped his bone to reach for the BIG bone he saw reflected in the water, there is a chance that established customers might fade away. For instance, if anyone who sells me also decides to compete with me, wouldn't I be silly to keep buying from him? And I'm not the only individualist left in the shoe business, by any means.

#### Ways to Combat

There are undoubtedly many ways in which independent merchants could combat this trend-of-absorption. Here's one that possibly would bear considering: It shouldn't be hard to find a hundred or two reasonably big users of "general line" shoes who are unhappy with the way things are going. Some would be store owners, some would be operators of leased departments; perhaps a number of department stores would be interested. Why wouldn't it be practical for them to get together and quietly select a small- or medium-sized general-line company and decide to concentrate their business with it instead of the predators they have been dealing with? Maybe arrange to buy enough stock in it that they would have more than merely a customer's interest, in fact?

Some wise shoe man has said that except under unusual conditions, such as rationing, no brand name is worth more than the reputation of the dealer who sells it. Obviously, then, even a hundred major retailers in the United States could do a heap of good for a quality line of shoes that had been only moderately well-known, if they all started advertising and promoting it at the same time.

These retailers could also select and copyright their own brand names for "spot shoes" and could make deals with certain specialized "outside" factories for concentration on specific types of shoes. This kind of cooperative merchandising has been successfully employed for years by independent grocers, and there's not a reason in the world why it wouldn't work for us, too.

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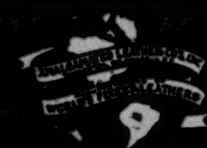
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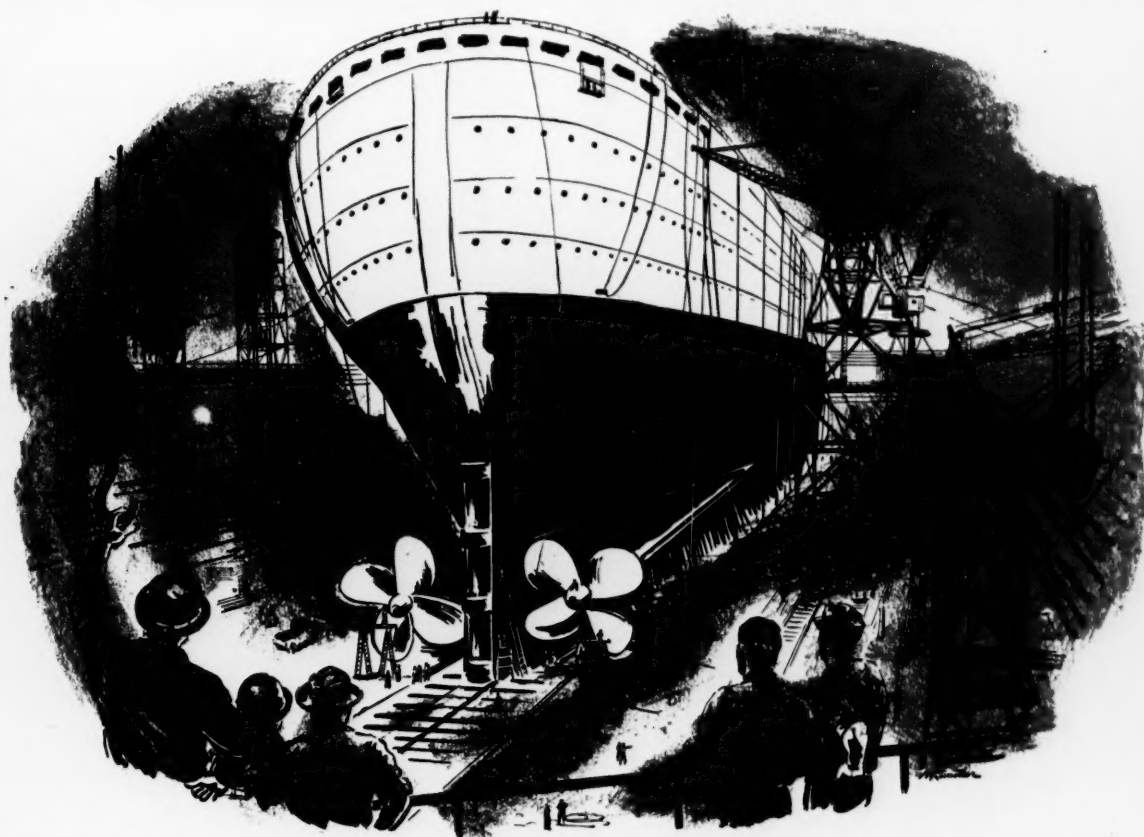
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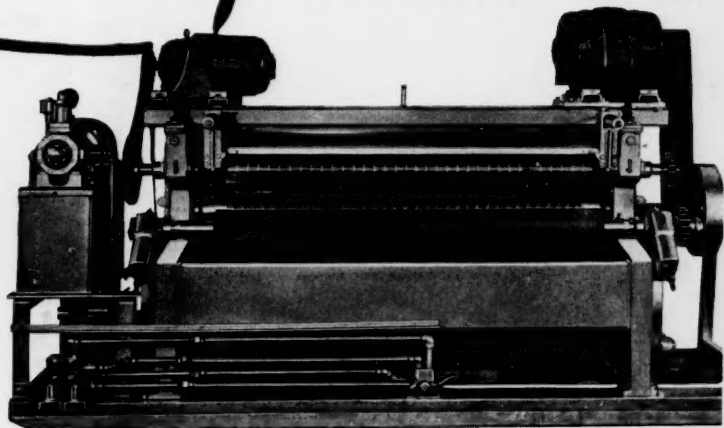
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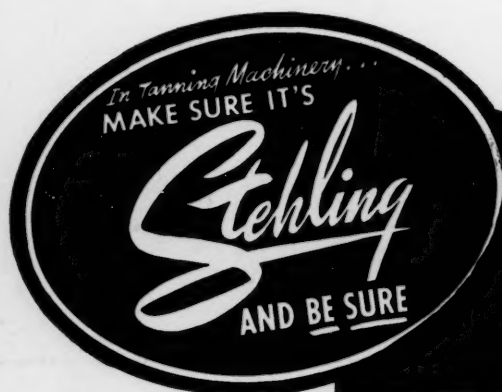
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